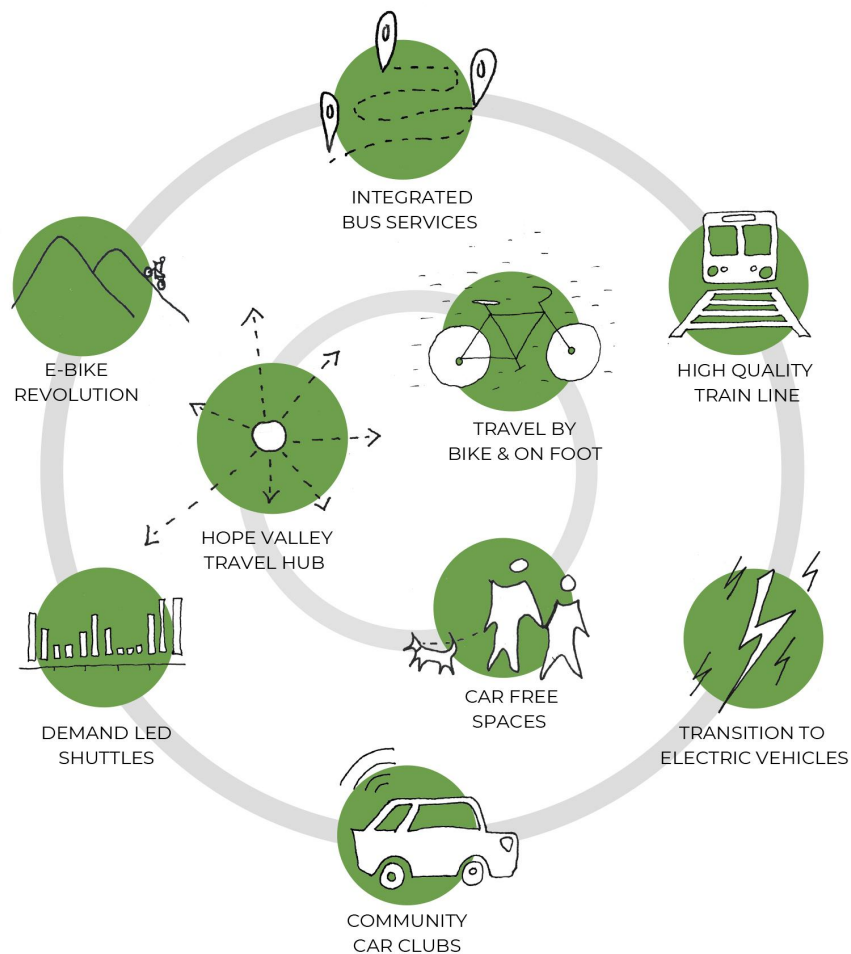


Travelling Light

Project Plan

– January 2022



Hope Valley
Climate Action

supported by:



Contents

| | |
|---|-----------|
| Travelling Light | 3 |
| In this Document | 3 |
| The Challenge | 3 |
| The Vision | 4 |
| Activities to Date | 7 |
| Barriers to Change | 8 |
| Mobilising Change | 10 |
| Project Plan | 11 |
| Switching to Everyday Walking & Cycling: | 12 |
| Strengthening Priority for Pedestrians & Cyclists | |
| Switching to Public & Shared Transport: | 13 |
| Designing & Communicating a New Visitor Experience | |
| Shaping the Design of Mobility Hubs | |
| Reimagining Car Ownership: | 15 |
| Developing Local Car Shares | |
| Trials of Restricted Driving Zones/Days | |
| Spreading Change: | 17 |
| Storytelling | |
| Organising for Change | |
| Sharing Learning | |
| Monitoring & Evaluation | 20 |
| | |
| Appendix A: | 21 |
| About Hope Valley Climate Action | |
| Appendix B: | 22 |
| Work Packages in Detail | |

January 2022

Tell us what you think.

Send your comments to:

hopevalleytravellinglight@gmail.com

Travelling Light

Travelling Light is a national beacon project for low-carbon travel in popular rural areas, based in the Hope Valley area of the Peak District National Park. It is a project of Hope Valley Climate Action (HVCA), in partnership with Derbyshire County Council and the Peak District National Park Authority.

In This Document

Travelling Light is seven months into a nine-month development stage. The project is about to embark on a five-year delivery stage (2022-27).

This document describes the activity to date and defines the initial work packages for the project. It does not seek to quantify all the activity across the five year period. The project will be naturally iterative; evolving, learning and adapting as it develops.

Each work package will identify core tasks and key delivery partners. Travelling Light will be carried out by staff and volunteers from the HVCA Travel & Transport Group.

The Challenge

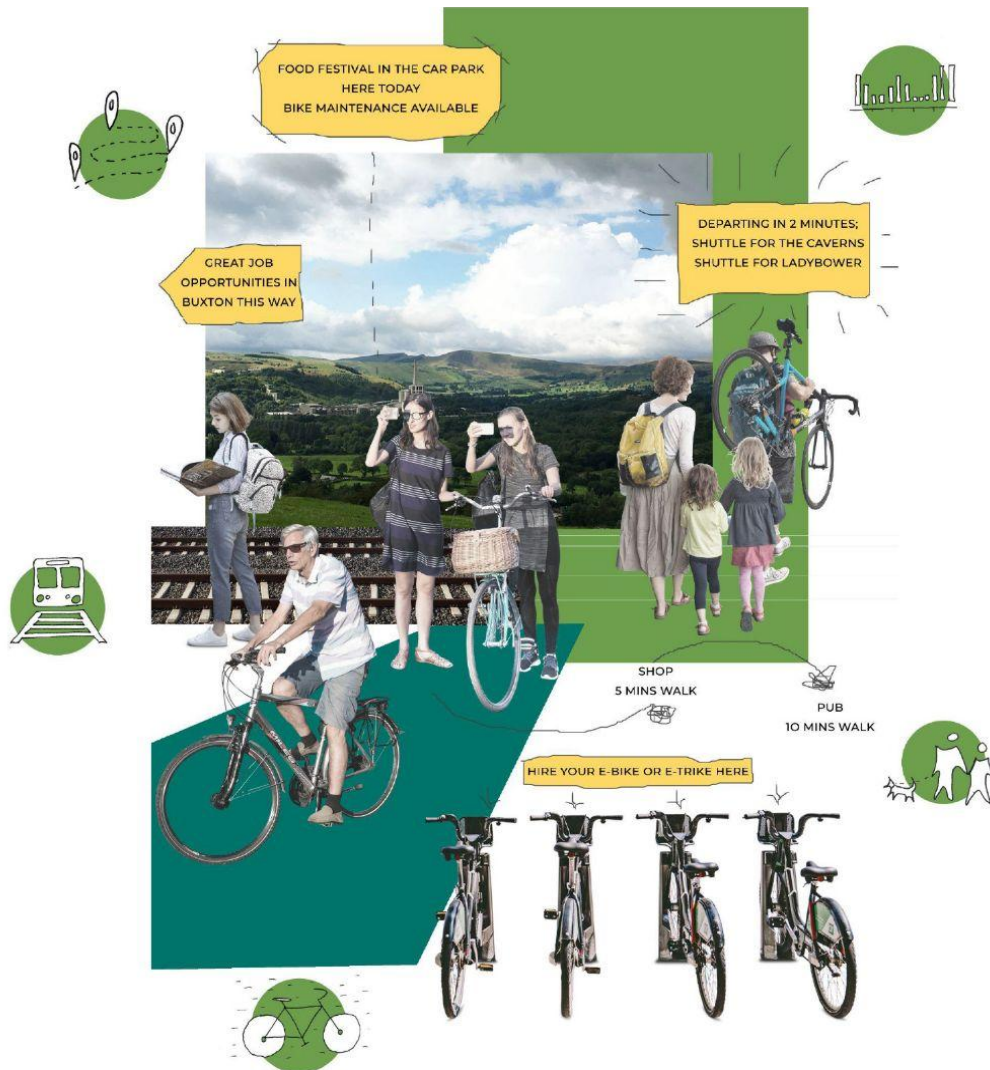
Like many of the National Parks and Areas of Outstanding Natural Beauty (AONBs) that cover 24.5% of England, the majority of journeys to, and within, the Hope Valley are made by private car (an estimated 90%). The transport sector remains the largest emitter of greenhouse gases in the UK (27%). This is amplified in rural areas, where distances travelled tend to be further. In addition to trips made by the nine thousand local residents, the Hope Valley is visited by between three and five million people a year. The current level of car-borne journeys is not only unsustainable in terms of climate change but brings its own problems in terms of noise, congestion and road safety, whilst excluding those who do not own a vehicle from vital access to the outdoors. One-third of residents in Sheffield do not have access to a car and Manchester has amongst the lowest car ownership levels in the country (0.28 cars per head in comparison to the national average of 0.48).



The Hope Valley

The Vision

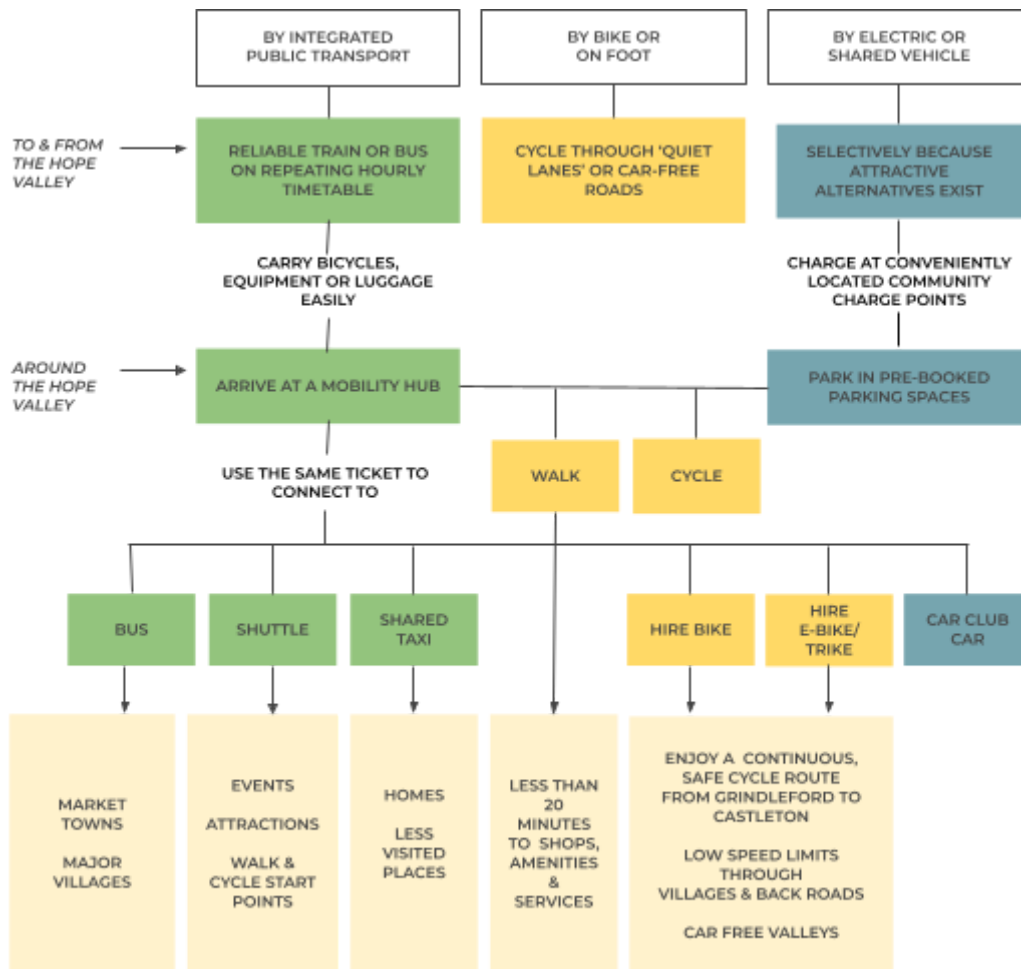
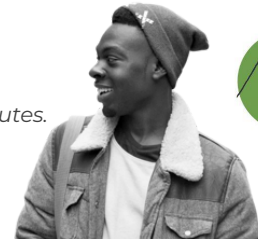
By 2030, everyone can experience the joy of our national landscapes without the need to own a vehicle. CO₂ emissions from transport have been reduced. The current congestion, noise and pollution resulting from journeys by private car have been replaced by safe walking and cycling, accessible for people of all ages and abilities, high quality, seamless public transport and limited use of electric vehicles, many of them shared. More people from all groups within our diverse population, including low-income households without access to a car, are able to visit. They are welcomed by local people and tourism businesses because the conflicts arising from antisocial parking, speeding, and lack of road safety have been removed. Visitors come specifically because they can easily, safely and peacefully explore the unspoilt hills, valleys and villages in a way that fits in with their sustainable values. Realistic alternatives to the private car mean local young people, older people unable to drive and households without a car have equal access to opportunities. Previously car-dominated landscapes have been reclaimed by communities and outdoor activities, which enable people to experience nature.



In 2030, what if a LEISURE journey looked like...?

Day Visitor

'At the weekend, I jump on a train at Manchester Piccadilly. There's one every 30 minutes. I can carry my bike or climbing equipment out to the Peaks. When I reach the Bamford mobility hub, I use the same ticket to seamlessly connect to a waiting shuttle, which takes me up to Ladybower Reservoir where I start my day.'



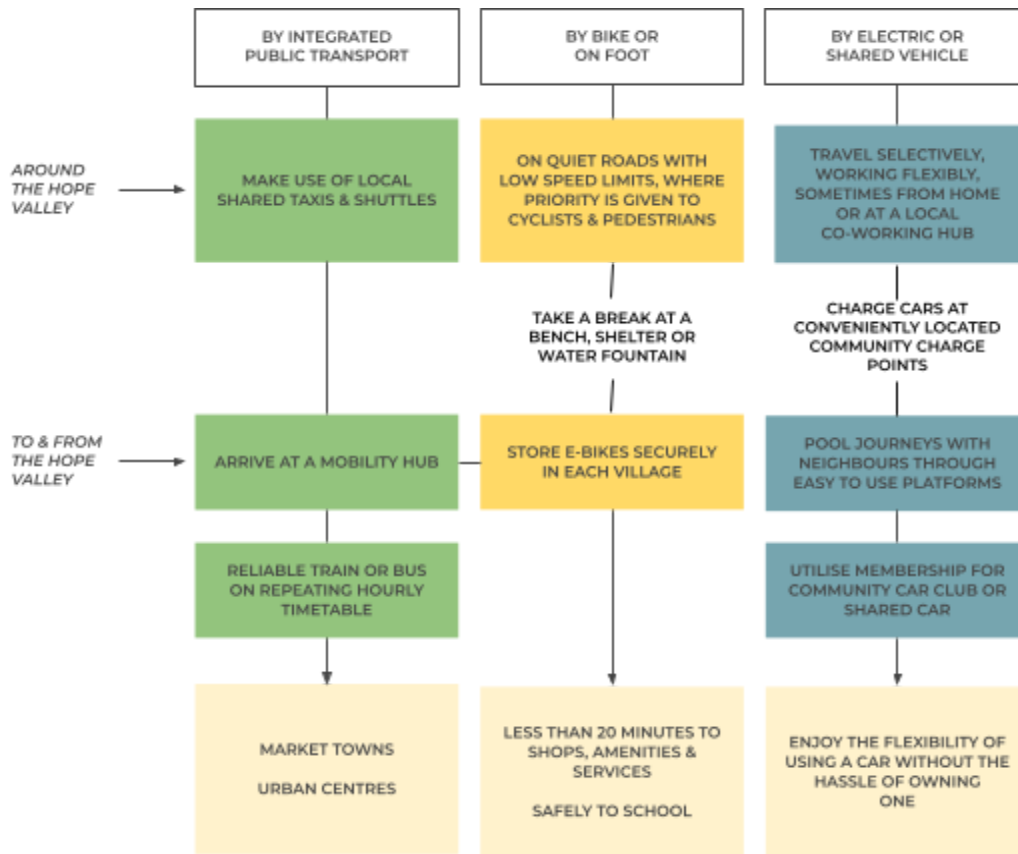
Holidaymaker

'When I got to the Hope mobility hub, a shared electric taxi was waiting to take me and other guests to my hotel. At reception, I was handed a tourist pass that's included with my stay. It gave me access to all the transport options around the Valley and an e-bike for the duration of my stay. It's refreshing to take time to explore the hills steadily on the e-bike and leave behind the pace of the city. Living in London, I don't own a car, so being able to get to all the nooks and crannies of the Hope Valley without one is amazing.'

In 2030, what if an EVERYDAY journey looked like...?

Resident

'My family used to own two cars. I still use our one electric car to get to work. My partner works from home and makes use of the community car club when she needs to head into town for work. It's practical because it's backed up by excellent public transport. The car club also gives us access to a shared e-bike, which I use to nip down into the village for my yoga class. There is secure storage for e-bikes now and I feel so much more confident cycling with the lower speed limits in place and fewer cars on the road generally.'



Commuter

'It was never practical for me to look for work outside central Sheffield. I don't own a car and I never felt like I could rely on public transport to get me out to the Peaks. The services that have been tailored to visitors now mean I can get out to work at a high-end hotel in the Hope Valley. It's an opportunity to work at a top-class place that wouldn't have felt possible five years ago. I think my boss is pleased to have access to more choice in terms of staff, as well.'

Activities to Date

The development stage has been funded by the Foundation for Integrated Transport, with a contribution from the Peak District National Park Authority. The funding has been used to resource a part-time project officer to coordinate the development stage. Their role has been to:

- Help shape and prepare the ground for the project.
- Support HVCA in seeking funding.
- Liaise with local organisations and stakeholders to inform them about the project, share ideas and gain support.
- Assist HVCA volunteers with ongoing travel and transport initiatives.
- Produce a scene-setting report after two months and a project plan after seven.

Travelling Light launched in July 2021, with the support of the local MPs, Robert Lorgan and Sarah Dines, and Leader of Derbyshire County Council, Barry Lewis. A letter of support has been received from Chris Heaton-Harris, Minister of State for Transport.

The scene-setting report has attracted interest from the national and regional media, including the Guardian and BBC North West Tonight.

The development stage has been complemented by a range of practical activities by HVCA. Details of these can be found in [Appendix A](#).

HVCA is pursuing a twin-track approach to the ongoing funding of Travelling Light. Applications have been submitted to the National Lottery Community Fund and the Department for Transport.

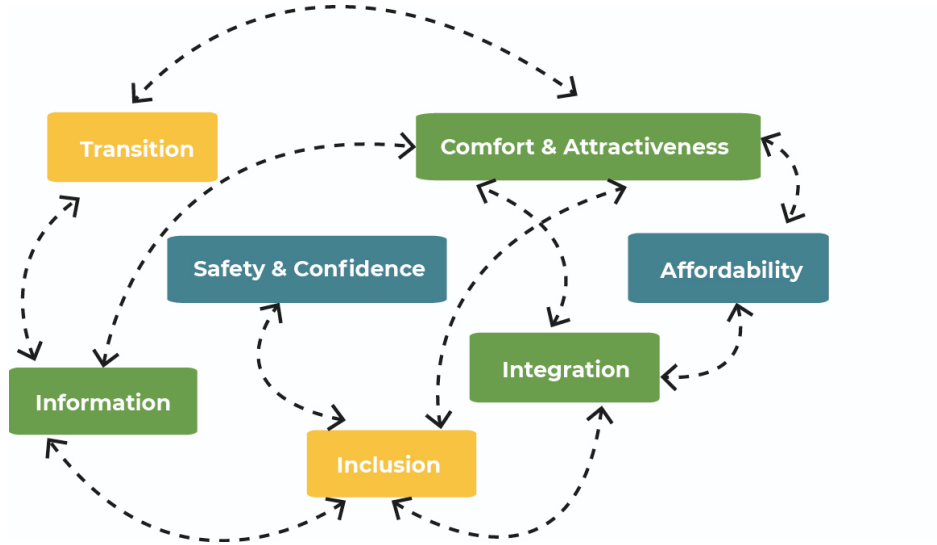
HVCA hosted a series of roundtables and broader conversations to engage and build support from:

- Recreational groups.
- Businesses in the visitor economy.
- Cross-boundary travel planners, including Derbyshire County Council, the Peak District National Park Authority, Transport for Greater Manchester, the South Yorkshire Mayoral Combined Authority, Transport for the North and Midlands Connect.
- Transport operators, including First, Northern, Stagecoach, Hulleys, High Peak and Hope Valley Community Rail Partnership and Bakewell & Eyam Community Transport.
- Experts and academics.
- Local residents and community organisations.
- Groups with low levels of car ownership, from surrounding urban areas of Sheffield and Manchester.

Barriers to Change

The roundtable discussions sought to identify barriers to transformational change and opportunities for collaborations, particularly across regional boundaries and beyond traditional sectors. The findings have been used to inform the priorities and key partnerships for Travelling Light moving forward.

Key themes that emerged included:



Comfort & Attractiveness

A comfortable and attractive public transport offer would be reliable, warm and have working WiFi. It would benefit from facilities like toilets, warm shelters, water fountains and benches, alongside secure cycle storage and convenient ways to travel with bulky items of luggage and bikes. Lack of facilities can be a major barrier to using public transport for the anxious, less physically able and those who would like to wash before prayer. Reassurances are also needed that effective measures are in place to minimise the risk of Covid 19 or future viruses.

Affordability

The cost of travelling by public and shared transport for a family of four needs to be competitive with or cheaper than travelling by car and paying for parking.

It can be challenging to persuade those who own a car to switch to other forms of transport. The most significant costs of car ownership are the fixed costs - the capital cost of the vehicle itself, MOT, tax, insurance and maintenance. The running costs represent a smaller proportion of expenditure, especially for electric vehicles. Moving away from traditional car ownership toward viewing cars as a utility or service is not yet on many people's radar.

Public transport alternatives need to be really competitively priced (even free) or may need to be accompanied by traffic control measures to generate enough impetus for a significant shift.

Integration

Different modes of transport need to be joined-up, simple to use and connected beyond major interchanges to the places people really want to get to. Measures like through-ticketing, travel information and seamless coordinated timetabling can support this.

Inclusion

Complicated, uncomfortable and inefficient transport provision can effectively exclude those without the convenience of a car from vital access to the outdoors. With many low-income families juggling caring responsibilities, work commitments and complex lives, a reliable, frequent and integrated public transport offer is key to making national landscapes truly accessible to all.

Safety & Confidence

The quantity and speed of traffic is the main factor putting off less confident cyclists, both for everyday cyclists in the Hope Valley villages and casual recreational cyclists from the surrounding urban areas. Lack of road safety from passing traffic is the main deterrent to children and young people walking or cycling to school. Improvements to pavements and lighting can support people living with reduced mobility to make safe local journeys.

Information

Clever storytelling is required to reach beyond those who are already listening and create a new narrative for travel. Communicating compelling new stories about alternative ways of life can begin to shift embedded viewpoints; for instance, that a person would only use public transport if they cannot afford a private vehicle. High-quality information about the services that are currently available and how to access them is also key.

Transition

Many local businesses rely on trade from visitors, the majority of whom currently arrive by car. Driving offers a high degree of flexibility in experiencing the outdoors, for those lucky enough to have access to a private car. Businesses and recreational groups are nervous that a shift of transport mode could result in the dispersal of customers to other areas and restricted access to the outdoors.

A smooth transition to new modes of travel needs to be thoughtfully co-designed with those it may impact to uncover new, collectively developed solutions. There will be change in the coming years, but, if managed carefully, it should represent an opportunity, rather than a loss. There is potential for gain as new customers visit the area because of its increased tranquillity.

Mobilising Change

Travelling Light presents a joined-up and strategic approach to sustainable, inclusive access to the outdoors. The project will introduce an integrated package of measures to realise the recommendations of the Glover Review of National Landscapes, commissioned by the Department for Environment, Food and Rural Affairs [DEFRA]. Trialling measures in the Hope Valley will demonstrate how decarbonised travel can work in other rural areas. Action driven by agile community organisations can catalyse the speed of transformative change that will be required to deliver on the commitments made at the Glasgow COP 26.

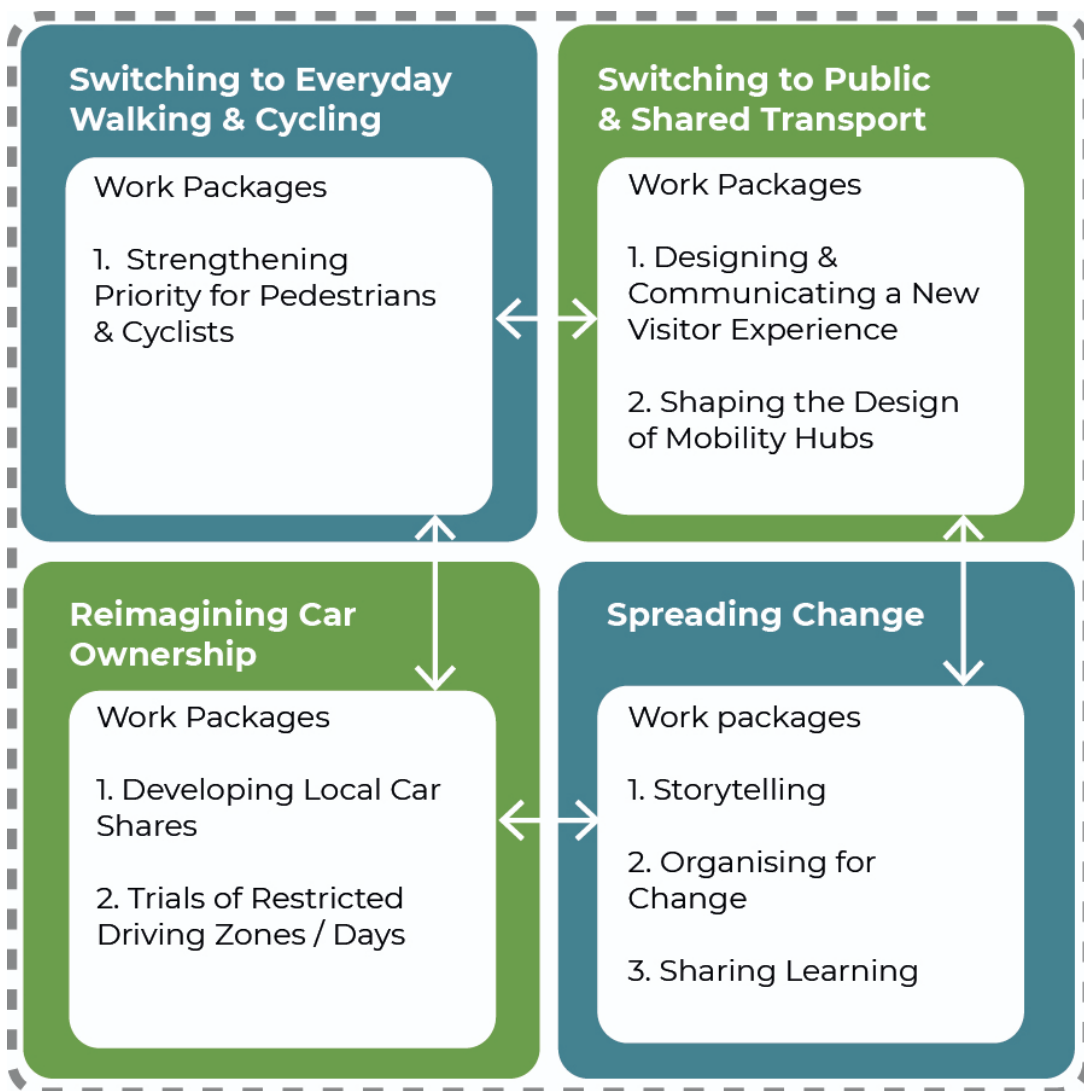
The key tactics will be:

1. Forging **new partnerships** between those who can contribute to the outcomes, by creating lasting opportunities to share, test and collaborate.
2. Growing **momentum and energy for change** from the community, both visitors and local people, local organisations and decision-makers.
3. Generating **additional resources** for project delivery, to fund innovative approaches which complement and accelerate the work of statutory authorities, alongside developing joint strategies to secure the **long term financial sustainability** of initiatives.
4. **Researching, designing and evaluating new ideas**, so projects are ready to mobilise as resources become available.
5. **Instigating pilot projects** to investigate, trial and incubate new ways to travel to and experience popular rural landscapes.
6. **Sharing learning** from local practical action, the process of embedding change and national and international best practice.

Project Plan

Two full-time equivalent members of staff will coordinate Travelling Light and undertake ongoing community engagement. This will be complemented by volunteer time, comprising at least an equivalent resource. The project will also provide capacity to develop a framework for closer working and shared learning across the National Parks and Areas of Outstanding Natural Beauty (AONBs). The project will be guided by a steering group, including representatives from the Peak District National Park Authority, Derbyshire County Council and other regional partners.

Travelling Light is structured around four interrelated and interdependent themes, each comprising a number of work packages. Initial work packages have been selected for the early impact they have on carbon reduction, by overcoming the barriers identified during the development stage.



Switching to Everyday Walking & Cycling

Work Packages:

1. Strengthening Priority for Pedestrians & Cyclists

Target barriers:

Safety & Confidence, Inclusion

Overview:

Working to introduce the fastest measures to improve safety and accessibility for cyclists and walkers in the short term. Paving the way for major infrastructure projects in the long term. Pressing for policy change to reduce speed limits within residential areas and on backroads, in line with the philosophy of the 20's Plenty campaign and the Green Lanes approach. Identifying and mapping proposed areas for reduced speed limits and pinch points, which could translate into quick wins. Education, awareness-raising and events to build support for lower speed limits within the community. Setting the brief for improved facilities, for example, secure e-bike storage across the Hope Valley villages and supporting capital funding bids for long term improvements to everyday routes and facilities.

Detailed work package brief available in [Appendix B](#).

Key partners:

Derbyshire County Council, Peak District National Park Authority, High Peak Borough Council, Derbyshire Dales District Council, Parish Councils, schools, the police, 20's Plenty, Sustrans, Manchester & Sheffield active travel partners

Connection to the bigger picture:

More journeys by walking and cycling will reduce the number of short journeys by private car.

Complementary Activity:

- **Cycle Infrastructure**
Working towards continuous Grindleford - Castleton segregated cycle path. Initial focus on resolving the Grindleford - Hathersage section. Bids to mobilise when funding streams become available.
- **E-bike Promotion**
'Try an e-bike' events. Collaborations with retailers to negotiate special purchase price offers. Working with employers to promote the Cycle to Work Scheme etc.
- **Walking Project**
'Good for you, good for the planet' - a campaign to promote walking as a part of daily life.
- **Walking & Cycling Friendly Planning Policy**
Pressing for policy change to embed walking and cycling in the location and design of new developments and to retrofit this approach into the existing built environment.

Switching to Public & Shared Transport

Work Packages:

1. Designing & Communicating a New Visitor Experience

Target barriers:

Affordability, Comfort & Attractiveness, Transition, Information, Inclusion

Overview:

Working with an initially select group of businesses in the local visitor economy to prototype a new visitor experience. Developing sustainable business plans, which create a marketable new experience, add value to the business and build a new market share from ecotourism and suppressed demand from those without access to a car. Sharing insights and learning from successful international precedents. Seeking subsidies and funding opportunities to support the initial implementation of the pilot projects, until they become self-sustaining. Developing a campaign to communicate the enjoyment and joy of this new relationship to the outdoors. Exploring the potential for new measures such as a tourism levy to support free travel and a requirement for major events to offer shared transport solutions. Sharing learning locally and across national landscapes, through information sessions and a 'toolkit' to scale the learning.

Example measures are likely to include free station/bus pick-up coordinated with train/bus services, inclusion of bike hire/e-bike hire within visitor packages, inclusion of shuttles for events travel with event tickets.

Detailed work package brief available in **Appendix B.**

Key partners:

Marketing Peak District & Derbyshire, Peak District Environmental Quality Mark, visitor economy businesses, events, Peak District National Park Authority, National Parks England, e-bike and bike rental commercial partners

Connection to the bigger picture:

Trialling a new visitor experience here can spread change across National Parks and AONBs nationally.

2. Shaping the Design of Mobility Hubs

Target barriers:

Comfort & Attractiveness, Transition, Integration, Inclusion

Overview:

Pressing for the delivery of a primary mobility hub at Hope Station and secondary mobility hubs along the Hope Valley rail line. Hubs would provide efficient, integrated and comfortable services for local people and visitors, by creating nodes designed to connect trains, buses, bike hire, shuttles and taxis. This would include pressing for integrated timetabling, a half-hourly all-stations service, a high-speed service between Manchester and Sheffield stopping at Hope Station, expanded bus service (for instance to the market towns) and improved capacity to carry outdoor equipment and bikes on public transport. Engaging the community (local residents and visitors) through design workshops to identify the appropriate components from mobility hubs in the Hope Valley and build momentum for the idea. Making funding applications for improvements to facilities, including improved accessibility. Undertaking a feasibility study on last-mile connectivity from mobility hubs to final destinations across the Hope Valley. Working with commercial and public sector delivery partners to introduce new last-mile service provision.

Detailed work package brief available in **Appendix B.**

Key partners:

Derbyshire County Council, Parish Councils, commercial shuttle and taxi providers, transport operators, city groups, Transport for Greater Manchester, South Yorkshire Mayoral Combined Authority, Sheffield City Council

Connection to the bigger picture:

Increasing the number of journeys taken by shared transport will support a reduction in journeys by internal combustion engine vehicles. A more connected public transport experience will provide residents with practical, comfortable alternatives to private car use and enable currently excluded populations to access the Hope Valley, including for employment.

Complementary Activity:

- **Campaigning for Additional Scheduled Bus Services**
Connections from the Hope Valley villages to the surrounding market towns, for instance.
- **Bus Service Improvement Plan**
Ongoing work with the County Council to ensure that the Bus Service Improvement Plan delivers high-quality bus services for the Hope Valley.
- **Bus Campaign**
A two-week campaign over Easter 2022 to promote the use of existing services by local people and visitors, focused on the concept of enjoyment.

Reimagining Car Ownership

Work Packages:

1. Developing Local Car Shares

Target barriers:

Comfort & Attractiveness, Affordability

Overview:

Delivering and communicating options for community car sharing, through three key approaches:

- Promoting peer to peer car sharing via existing platforms.
- Coordinating co-op car sharing at a village level.
- Establishing a membership-based electric car club franchise locally.

Detailed work package brief available in **Appendix B.**

Key partners:

Car club franchises, High Peak Borough Council, Derbyshire Dales District Council, Parish Councils, Derbyshire County Council, Sustainable Hayfield

Connection to the bigger picture:

Less capital tied up in car ownership frees up money for people to use on public transport. More shared cars will result in fewer cars overall, and those cars spending less time parked, improving the environment in villages for everyday walking and cycling.

2. Trials of Restricted Driving Zones/Days

Target barriers:

Safety & Confidence, Comfort & Attractiveness, Transition

Overview:

Exploring options for restricted driving zones/days and producing recommendations for implementation. Pressing for adoption into policy by the County Council. Undertaking community engagement. Co-design with stakeholders, including local businesses, landowners, recreational land users and people living with disabilities to shape and build support for proposals that work for all. Coordinating trial events.

Example measures could include area-wide congestion charging through number plate recognition, car-free days on backroads and dead-end valleys, car-free days in villages, restrictions on parking outside designated car parks, electric vehicle only zones or restrictions on single-occupancy car journeys.

Detailed work package brief available in **Appendix B.**

Key partners:

Derbyshire County Council, Peak District National Park Authority, Parish Councils, recreational groups, neighbouring transport authorities, businesses, landowners

Connection to the bigger picture:

Proposals for restricted driving zones on certain days will support an increase in journeys by walking and cycling. Reducing the number of vehicles accessing the Hope Valley will generate the demand required to support an efficient and extensive public transport network.

Complementary Activity:

- **Promote valley-wide ride sharing**
App and promotion, including the existing Kinto lift-share platform.
- **E-charge Point Installation Advice Service**
Support local businesses to work through the best option for them.
- **Electrifying Commercial Vehicles**
Press for consolidated delivery routes. Haulage by rail. Electric delivery vehicle only zones. Push for legislation.
- **Promote Electric Vehicle Uptake**
'Living with an electric vehicle' events that bring potential electric vehicle owners together with existing owners to answer questions in a relaxed manner and offer a ride in an electric vehicle.
- **Support Workplace Travel Plans**
For major local employers such as the Hope Cement Works and the Peak District National Park Authority.

Spreading Change

Work Packages:

1. Storytelling

Target barriers:

Information, Safety & Confidence, Inclusion

Overview:

Sharing the experiences of real people to spark a conversation, inspire others and write new narratives across all the Travelling Light themes. Explaining how this can work for ordinary people and everyday journeys, and building awareness of options that already exist, but are currently underutilised. Vlogs and profiles on social media, interviews, public information campaigns, Q&A events.

Detailed work package brief available in **Appendix B.**

Key partners:

Media partners, early adopters

Connection to the bigger picture:

Shifting engrained narratives can encourage people to explore public and shared transport, walking and cycling and car-sharing.

2. Organising for Change

Target barriers:

Comfort & Attractiveness, Affordability, Integration, Inclusion

Overview:

Exploring the organisational structures required to drive change and secure the long term financial sustainability of new working practices and initiatives. Convening and facilitating a cross-boundary project working group, designed to deliver tangible improvements, alongside developing a framework for collaborative working into the future.

The initial project will bring the working group together to develop and promote integrated ticketing across the region.

Moving forward, the working group may progress towards trialling a formalised regional framework for travel and transport planning and management. A guide compiling learning and recommendations from the trial will be produced to support other regions in establishing similar models for collaborative working and ongoing financial sustainability.

Detailed work package brief available in **Appendix B.**

Key partners:

Derbyshire County Council, South Yorkshire Mayoral Combined Authority, Sheffield City Council, Transport for Greater Manchester, Transport for the North, Midlands Connect, transport operators

Connection to the bigger picture:

Improved public transport integration makes switching for private car use attractive and practical. Integrated travel reduces inequalities in access to the outdoors.

3. Sharing Learning

Target barriers:

Information, Integration

Overview:

Creating a framework for closer working with other National Parks and AONBs, through a programme of lectures, conferences, shared best practice papers, site visits and mentoring advice. Establishing a European twinning project.

Working towards realising the recommendations of the Glover Review of National Landscapes, commissioned by the Department for Environment, Food and Rural Affairs [DEFRA], by helping to create a 'family of national landscapes'.

Detailed work package brief available in **Appendix B.**

Key partners:

National Parks England, Peak District National Park Authority, Lake District National Park Authority, Alpine Pearls destinations, academic partners

Connection to the bigger picture:

Local best practice needs to be scaled nationally and internationally to create the breadth of impact required to achieve the required CO₂ reductions.

Monitoring & Evaluation

HVCA expects Travelling Light to be monitored and evaluated by an external academic institution and is currently exploring potential partnerships with universities. The project aims to contribute towards the target of a 33% fall in carbon emission from transport by 2030, as set out in the UK government's Net Zero Strategy, Oct 2021.

Benchmark target outcomes by 2030 have been established in line with government targets and the outcomes of equivalent measures introduced elsewhere. These quantify the aspiration for the project, though HVCA recognises the inherent limitations of target setting.

Target outcomes:

- 30% of journeys within the Hope Valley taken by bike, electric bike or on foot.
- Doubling the number of journeys made by public and shared transport to and within the Hope Valley.
- 50% of visits to the Hope Valley to be car-free.
- 50% of all vehicles registered in the Hope Valley to be electric vehicles.

In addition, HVCA aims to raise the profile of the issues through:

- Reference to Travelling Light as a beacon project within Department for Transport Decarbonising Transport reports.
- Published papers in peer-reviewed journals that reference Travelling Light.
- Presentations at conferences on national landscapes.
- National media coverage
- Partnerships with similar projects throughout the UK and internationally.

Work is ongoing to establish baseline data to measure progress toward Travelling Light's outcomes. It is beyond the parameters of a community organised project to collect and consolidate extensive data sets. However, HVCA plans to work with university partners to derive baseline data from sources including local surveys (HVCA, schools, Parish Councils), local authority data, rail patronage figures, partnerships with transport operators and vehicle registration data.

In practice, progress will be evident when people:

- Use private vehicles more selectively because there are attractive alternatives.
- Walk and cycle for everyday purposes because it is safe and convenient to do so.
- Use trains, buses and other shared transport because services are frequent, cheap and attractive.
- Switch to electric vehicles because they can be charged easily; share vehicles because there are easy ways to make this possible.
- View travel in a different way; lifestyles have changed towards more sustainable approaches.

Appendix A:

About Hope Valley Climate Action

Hope Valley Climate Action (HVCA) is a Charitable Incorporated Organisation. HVCA aims to combat climate change by raising public awareness, undertaking practical demonstration projects (of which Travelling Light is one) and advocating policy change. HVCA has a board of trustees chaired by Jeremy Wight [former Director of Public Health in Sheffield], supported by treasurer Steve Platt [Director of Cambridge Architectural Research Limited], secretary Roger Clarke [former CEO at the Youth Hostels Association] and four other trustees with a wide range of relevant experience. HVCA's three main strands of work are on Energy [reducing energy use, increasing renewable energy generation], Land [changing land management practice, planting trees, rewilding, wildlife in villages] and Travel and Transport.

The development stage of Travelling Light has been complemented by a range of practical travel and transport activities by HVCA, many of which will continue through 2022.

These include:

- Travel survey of over 450 local people and visitors.
- Cycle to school campaign, including trialling a bike-bus.
- 'Try an e-bike' events in local villages.
- Pushing for 20 mph speed limits in villages and back roads, via the 20's Plenty campaign.
- Webinar on changing to electric vehicles.
- Exploration of Demand Responsive Transport potential with Derbyshire County Council.
- Input to the Derbyshire Bus Service Improvement Plan, making the case for a service to every village, every hour.
- Community mapping and promotion of everyday walking routes.
- Pressure for improved rail services and the introduction of a mobility hub at Hope.
- Developing proposals for 'car-free Sundays' on backroads for Summer 2022, to open up access to cyclists and pedestrians of all ages and abilities.
- Coordinating a bus campaign for Easter 2022 to increase usage of existing services.

Appendix B:

Work Packages in Detail

Switching to Everyday Walking & Cycling

Work Packages:

1. Strengthening Priority for Pedestrians & Cyclists

Target barriers:

Safety & Confidence, Inclusion

Major infrastructure projects, such as segregated cycle paths, represent best practice in achieving safe cycling, however, they take time to deliver, tend to be attached to highly competitive funding streams and can pose logistical design challenges. This work package looks to introduce the fastest measures to overcome barriers to cycling and walking in the short term, whilst paving the way for major infrastructure projects in the long term.

Travelling Light will press for policy change on reduced speed limits within residential areas and on quiet backroads, in line with the philosophy of the Derbyshire wide 20's Plenty campaign.

This involves shifting priority from cars towards a balance between different road users. In Jersey, for instance, 'Green Lanes' give precedence to cyclists, horse riders and pedestrians. A 15 mph speed limit makes the Green Lanes less appealing to cars, except for access.

To support this, Travelling Light will map residential areas and quiet back roads where lower speed limits would support more connectivity for everyday walking and cycling, and quantify and communicate the impact of this. The focus will be on routes that support connections between homes and village centres, interconnectivity between villages and routes to urban centres.

This will be complemented by analysis of pinch points, which could be translated into quick wins to make walking and cycling safer and more accessible, particularly to those living with reduced mobility. This could include simple measures like repainting cycleway lines, adjusting carriageway restrictions or localised maintenance or infrastructure improvements to pavements. Mapping and analysis will be undertaken in collaboration with local schools and Parish Councils.

The project officers will raise awareness of the wide range of benefits of lower speed limits and build support for the idea within the community.

Petitions and community events in support of the proposal will be organised.

Travelling Light will work with the police and local authorities on enforcement, cyclist confidence and driver education as new measures are introduced.

Travelling Light will set the brief for improved facilities, for example, secure e-bike storage across the Hope Valley villages and support capital funding bids for long term improvements to everyday walking and cycling routes and facilities.

Key partners:

Derbyshire County Council, Peak District National Park Authority, High Peak Borough Council, Derbyshire Dales District Council, Parish Councils, schools, the police, 20's Plenty, Sustrans, Manchester & Sheffield active travel partners

Connection to the bigger picture:

More journeys by walking and cycling will reduce the number of short journeys by private car.

Switching to Public & Shared Transport

Work Packages:

1. Designing & Communicating a New Visitor Experience

Target barriers:

Affordability, Comfort & Attractiveness, Transition, Information, Inclusion

Travelling Light will work with an initially select group of businesses in the local visitor economy to prototype a new visitor experience. The pilot will showcase at least one business from each of the following categories; accommodation, catering, outdoor centre, event and visitor attraction.

The project officer will work with the businesses to develop sustainable business plans, which create a marketable new experience, adding value to the business and building a new market share from ecotourism and suppressed demand from those without access to a car.

The project officers will share insights and learning from successful precedents, such as the Alpine Pearls project in Austria/Switzerland/Germany.

Example measures are likely to be free station/bus pick-up coordinated with train/bus services, inclusion of bike hire/e-bike hire within visitor packages, inclusion of shuttles for events travel with event tickets.

Travelling Light will seek subsidies and funding opportunities to support the initial implementation of the pilot projects until they become self-sustaining. This could be through a form of public-private partnership to develop the pilots.

It will be critical to communicate the benefits of the new visitor experience, beyond the carbon reduction benefit. Part of the role of Travelling Light will be to develop a campaign to communicate the enjoyment and joy of this new relationship to the outdoors.

The pilots will be externally monitored and evaluated. Learning will be shared with other visitor economy businesses in the area and across other National Parks and AONBs, through information sessions and a 'toolkit' to scale the learning.

This practical work will be complemented by exploring the potential for a tourism levy to support the expansion of the scheme to include packages of free public transport and bike hire for overnight and day visitors. Travelling Light will work with the local authorities to embed the requirement for events to offer shared transport solutions in policy around event licensing.

Key partners:

Marketing Peak District & Derbyshire, Peak District Environmental Quality Mark, visitor economy businesses, events, Peak District National Park Authority, National Parks England, e-bike and bike rental commercial partners

Connection to the bigger picture:

Trialling a new visitor experience here can spread change across National Parks and AONBs nationally.

2. Shaping the Design of Mobility Hubs

Target barriers:

Comfort & Attractiveness, Transition, Integration, Inclusion

Pressing for the delivery of a primary mobility hub at Hope Station and secondary mobility hubs along the Hope Valley rail line.

Hubs would provide efficient, integrated and comfortable services for local people and visitors, by creating nodes designed to connect trains, buses, bike hire, shuttles and taxis. This would include pressing for integrated timetabling, a half-hourly all-stations service, a high-speed stopping service at Hope Station from Manchester and Sheffield, expanded bus service (for instance to the market towns) and improved capacity to carry outdoor equipment and bikes on public transport.

Travelling Light will engage the community (local residents and visitors), through design workshops to identify the appropriate components from mobility hubs in the Hope Valley and build momentum for the idea.

The design of the hub will likely include improved facilities to increase the comfort and practicalities of travelling by public transport. Travelling Light will look to unlock funding streams to support the capital costs of improvements to accessibility, provision of toilets,

warm shelters, secure cycle storage, cycle maintenance facilities and digital information systems, and the associated statutory applications.

Travelling Light will undertake a feasibility study on last-mile connectivity from mobility hubs to final destinations across the Hope Valley. The study will identify high demand routes that could be covered by capillary last-mile shuttles, connecting with the arterial train and bus services, alongside routes that could be covered by electric taxis, and improvements (for instance lighting) to make walking and cycling to hubs more appealing. The resulting route map will be used to work with commercial and public sector delivery partners to introduce new last-mile service provision.

Key partners:

Derbyshire County Council, Parish Councils, commercial shuttle and taxi providers, transport operators, city groups, Transport for Greater Manchester, South Yorkshire Mayoral Combined Authority, Sheffield City Council

Connection to the bigger picture:

Increasing the number of journeys taken by shared transport will support a reduction in journeys by internal combustion engine vehicles. A more connected public transport experience will provide residents with practical, comfortable alternatives to private car use and enable currently excluded populations to access the Hope Valley, including for employment.

Reimagining Car Ownership

Work Packages:

1. Developing Local Car Shares

Target barriers:

Comfort & Attractiveness, Affordability

Travelling Light will deliver and communicate options for community car sharing. This will provide high-quality local options and practical alternatives to private car ownership.

The project will explore three options:

- Promoting peer to peer car sharing, where car owners rent out their vehicles whilst they would otherwise be parked. This would be through the promotion of existing platforms.
- Coordinating co-op car sharing, where groups or pairs within villages own a vehicle collectively and share costs of repair and refuelling. Travelling Light would provide information about appropriate matchmaking, ownership structures, insurance, methodologies for sharing costs and timetabling.

- Establishing a membership-based electric car club franchise locally. A community car club or a commercial provider would manage the cars and deliver the car club service.

This could also be extended to include shared e-bikes and e-cargo bikes.

Key partners:

Car club franchises, High Peak Borough Council, Derbyshire Dales District Council, Parish Councils, Derbyshire County Council, Sustainable Hayfield

Connection to the bigger picture:

Less capital tied up in car ownership frees up money for people to use on public transport. More shared cars will result in fewer cars overall, and those cars spending less time parked, improving the environment in villages for everyday walking and cycling.

2. Trials of Restricted Driving Zones/Days

Target barriers:

Safety & Confidence, Comfort & Attractiveness, Transition

Travelling Light will explore options for restricted driving zones/days and produce recommendations for implementation. The study will include examples of best practices, an attitudes study and traffic dispersal analysis. This study will be used to press for adoption into policy by the County Council and as the basis for community engagement and public consultation.

Community engagement and co-design to shape and build support for proposals will be key elements of this work package. Businesses that might be impacted by the scheme will be engaged at the earliest design stage so that it works for them commercially, alongside landowners, recreational land users and people living with disabilities to shape proposals that work for all.

Areas to be explored could include:

- Area-wide congestion charging through number plate recognition
- Car-free days on backroads and dead-end valleys - consider Ringinglow & New Road, Edale Road
- Car-free days in villages - consider Castleton
- Restrictions on parking outside designated car parks
- Electric vehicle only zones
- Restrictions on single-occupancy car journeys

This will be complemented by the organisation of family-friendly, car-free events, to promote everyday walking and cycling. These will help build engagement from cross-sectoral working groups through the design of events. Travelling Light will make funding bids to support costs attached to road closures, promotion and provision of alternative transit options, for instance,

shuttles along routes that connect to timetabled public transport. The impact of the events will be monitored and evaluated to contribute to the options study and resulting proposals.

Key partners:

Derbyshire County Council, Peak District National Park Authority, Parish Councils, recreational groups, neighbouring transport authorities, businesses, landowners

Connection to the bigger picture:

Proposals for restricted driving zones on certain days will support an increase in journeys by walking and cycling. Reducing the number of vehicles accessing the Hope Valley will generate the demand required to support an efficient and extensive public transport network.

Spreading Change

Work Packages:

1. Storytelling

Target barriers:

Information, Safety & Confidence, Inclusion

Across all of the work packages, sharing positive stories about what is possible - an alternative way of living - will be central. Storytelling is about sharing the experiences of real people to spark a conversation, inspire others and write new narratives. Explaining how this can work for ordinary people and everyday journeys, and building awareness of options that already exist, but are currently underutilised, will be central.

This could be through vlogs and profiles on social media, interviews, public information campaigns and Q&A events, for instance.

Travelling Light believes that long term change comes about through us all reflecting on our lifestyles and adjusting our behaviour; persuasion rather than coercion. The project will hold space for collective reflection and discussion.

Indicative initial topics:

- Walking for a healthy lifestyle
- What is life like for people who don't use cars?
- The true cost of car ownership.
- Practicalities of owning and switching to an electric vehicle.
- Lifestyle - considering working from home more, consolidating journeys and deliveries.

- Enjoyment of public transport, for instance, communication of time to chat, read, work, sleep, enjoy the countryside etc as compared to driving a car.
- The financial and lifestyle benefits of shared car ownership.

Key partners:

Media partners, early adopters

Connection to the bigger picture:

Shifting engrained narratives can encourage people to explore public and shared transport, walking and cycling and car-sharing.

2. Organising for Change

Target barriers:

Comfort & Attractiveness, Affordability, Integration, Inclusion

Across the wider region, policy objectives align in terms of transport and climate change and travel patterns do not recognise transport authority boundaries. One of the key changes that could improve the public transport offer would be to improve regional oversight and coordination to work toward a seamless, affordable, integrated transport system. This is sometimes referred to as the concept of the 'guiding mind'.

This work package will explore the organisational structures required to drive change and secure the long term financial sustainability of working practices and initiatives.

The development stage of Travelling Light identified an appetite from travel planners across the region for a forum to allow closer, collaborative working.

Travelling Light will convene and facilitate a cross-boundary project working group, designed to deliver tangible improvements, alongside developing a framework for collaborative working into the future. This will build from the group of cross-boundary travel planners established through the roundtable discussions.

The initial project will develop and promote integrated ticketing across the region, building on existing platforms such as the Wayfarer tickets.

Moving forward, the working group may progress towards trialling a formalised regional framework for travel and transport planning and management. A guide compiling learning and recommendations from the trial will be produced to support other regions in establishing similar models for collaborative working and ongoing financial stability.

Key partners:

Derbyshire County Council, South Yorkshire Mayoral Combined Authority, Sheffield City Council, Transport for Greater Manchester, Transport for the North, Midlands Connect, transport operators.

Connection to the bigger picture:

Improved public transport integration makes switching for private car use attractive and practical. Integrated travel reduces inequalities of access to green spaces.

3. Sharing Learning

Target barriers:

Information, Integration

As a national beacon project for decarbonised travel in popular rural areas, sharing learning from Travelling Light with other National Parks and AONBs is a central element of the project. This will work towards realising the recommendations of the Glover Review of National Landscapes, commissioned by the Department for Environment, Food and Rural Affairs [DEFRA], to create a 'family of national landscapes'.

This new framework for closer working and shared learning will focus on a programme of lectures, conferences, shared best practice papers, site visits and mentoring advice.

Travelling Light will also collect and disseminate best practice learning internationally. This will include establishing a European twinning project and ongoing research into innovative international approaches.

Key partners:

National Parks England, Peak District National Park Authority, Lake District National Park Authority, Alpine Pearls destinations, academic partners

Connection to the bigger picture:

Local best practice needs to be scaled nationally and internationally to create the breadth of impact required to achieve the required CO₂ reductions.