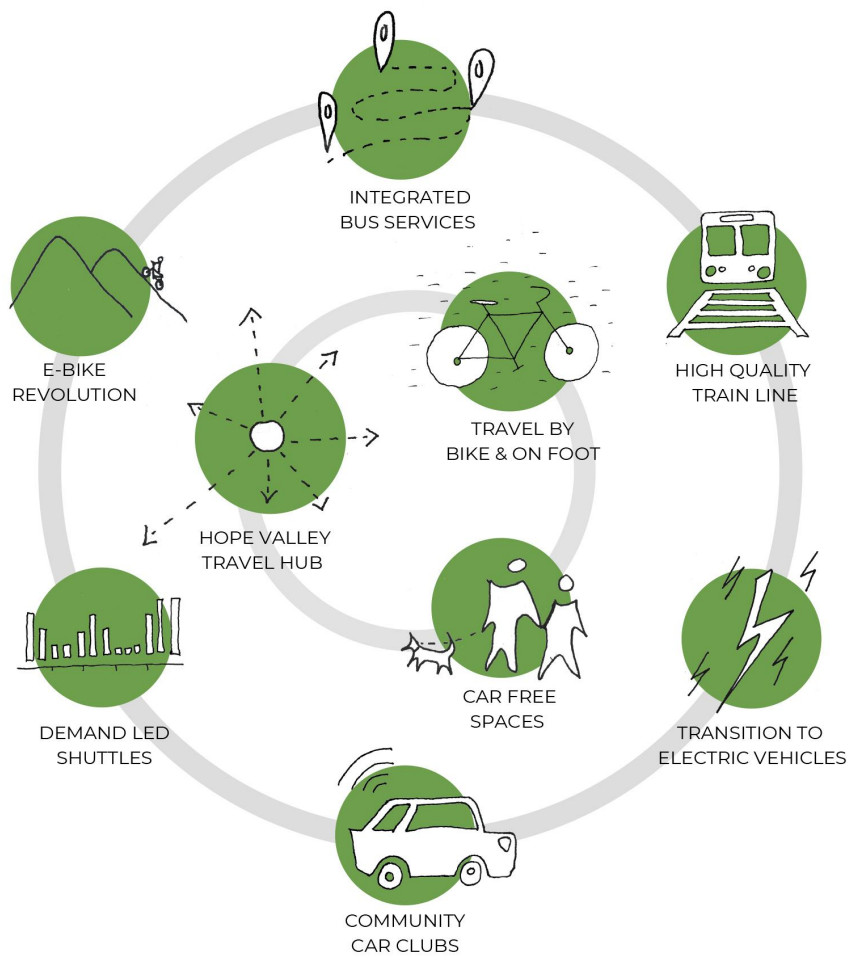


Travelling Light

Project Plan Summary

March 2023



HV
CA Hope Valley
Climate Action

supported by:



Travelling Light

Travelling Light is a national beacon project to co-create and pilot sustainable and inclusive solutions that decarbonise rural travel in the Peak District National Park's Hope Valley. It is a project of Hope Valley Climate Action (HVCA), in partnership with Derbyshire County Council and the Peak District National Park Authority, currently funded by the Department for Transport. Travelling Light's ambitions and approach are set out in a strategy document. This project plan concentrates on implementation.

Objectives

1. Inclusive Active Travel - Walking Wheeling & Cycling

Short distance journeys by walking, wheeling or cycling are part of everyday life. Safe and well designed walking and cycling routes provide a viable alternative to car use.

2. Integrated Public Transport

Efficient, affordable and comfortable buses and trains provide easy access for local people and visitors. They connect at mobility hubs where timetables and ticketing integrate public transport services. There are readily available and inclusive cycle hire, shuttles and taxis.

3. Reduced Fossil Fuel Dependency

People use private vehicles less because there are attractive alternatives, including excellent public transport and active travel options. Business vehicle journeys across the Valley have been reduced through greater sharing, electric commercial vehicles and rail haulage. Car use has been reduced through a mix of car sharing and electric car clubs.

4. Innovation and Spreading Change

The Hope Valley is recognised as an exemplar of sustainable rural travel and ecotourism. Innovative sustainable travel pilot projects have been run in the HV and shared with and replicated by, other rural areas including National Parks. Travelling Light has collected and disseminated best practice from across the UK and elsewhere in Europe. HVCA is a trusted, credible organisation with residents and statutory bodies, demonstrating agility and responsiveness.

Aims

Our aim is to **co-create sustainable, inclusive and scalable solutions** to **decarbonise travel and transport**. We are **collaborating** with residents, visitors, businesses, policymakers, service providers and other organisations to **understand local needs** and **design and innovate** low/no carbon approaches for a **'just transition'**. Decarbonising rural travel will also **reduce noise and pollution**. Other benefits of the project will be improvements in **health, safety and wellbeing, reduced social isolation, and improved access to education, employment, health services and nature**.

Outcomes

The project will be naturally iterative; evolving, learning and adapting as it develops. The plan does not seek to quantify all the activity across the full period.

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 aspirations for the project, though HVCA recognises the inherent limitations of target setting.

Year One: 2022-2023

Department for Transport funding was agreed in June 2022. A full time Project Leader started work in September, joining the 20 volunteers who form the core of HVCA's Travel & Transport Group. The team has been strengthened by the appointment of a part-time Community Projects Officer and part-time Communications Officer with plans to recruit a Project Support Officer.

Work is progressing well on Year One project deliverables. Details are set out in Appendix A. Capacity building has been the main theme of the first year. The project will deliver the objectives set out in the June 2022 DfT/HVCA Grant Funding Agreement.

The project has strengthened relationships with key stakeholders including the Peak District National Park Authority, Derbyshire County Council and High Peak and Derbyshire Dales District Councils. The project has also met nearly all nine Parish Councils. The project has good links with the main public transport providers, including Hulleys, First and Stagecoach buses, and Northern Rail. The project is working closely with Marketing Peak District and Derbyshire and local tourism businesses and other employers. The project has had excellent support from Transport for the North and Midlands Connect. The work of project staff is complemented by volunteer campaign groups on Buses, Cycling, Walking and Wheeling, Rail Users, and Speed Limits.

Alongside relationship building, the project has:

- Worked in partnership with DCC on a funding application for an active travel corridor which will remove a significant barrier to safer active travel within and through the Hope Valley.
- Made substantial contributions to the Bus Service Improvement Plan
- Set out design and accessibility ambitions for a proposed transport hub at Hope Station.
- Worked with Midlands Connect to pilot a Derbyshire Digital Mobility Hub.
- Developed a campaign framework for lower speed limits.

The project is laying the foundations for quality data on current travel patterns and on local and visitor attitudes. An on-line interactive survey platform hosted by Commonplace using 'heat maps' and open to all ages of residents and visitors is being used.

We have prepared a Just Transition community engagement strategy, including village by village community conversations. This interactive and regenerative design approach invites residents to reimagine their village with reduced car traffic and parking as well as understanding specifics about their day to day journeys.

Year Two Overview: 2023-2024

Work packages for Year Two will be informed by the data collected as part of Community Conversations and the visitor and business survey carried out via Commonplace. For example, the data will help us to identify viable villages for pilot community car clubs or mapping of infrastructure improvements to facilitate active travel..

Year Two Work Packages might include

Inclusive Active Travel - Walking Wheeling & Cycling

- Supporting capital funding bids for long term improvements to everyday routes and facilities, including improved accessibility for inclusive active travel in and around villages.
- Promoting e-bike hire schemes with local businesses and tourist organisations.
- Assessing secure e-bike storage across the Hope Valley villages.
- Developing an inclusive walking and wheeling campaign 'Good for you; good for the planet' aimed at making everyday journeys via active travel.

Integrated Public Transport

- Seeking funds for an integrated transport officer to work across the Peak District to promote and champion integrated transport, modelled on a similar post in Devon.
- Promoting better bus services through work with Derbyshire County Council on the Bus Service Improvement Plan (BSIP).
- Ensuring real-time bus and train information is available in every village and at transport hubs.
- Campaigning to make access to public transport (bus stops and train stations) more accessible to wheelchairs, mobility scooters, pushchairs.
- Advancing the creation of a mobility hub at Hope station.
- Using data from Year One to understand capacity and network requirements and work with transport providers to meet potential changes and increases in demand.
- Pressing Northern Rail to provide a train service every 30 minutes once line capacity upgrade work is complete.

Reduced Fossil Fuel Dependency

- Promoting more EV charging points and car sharing across the Hope Valley
- Encouraging District Councils to offer a public transport incentive as an alternative to free parking.
- Traffic management: using data collected from Year One, assessing the responses and attitudes towards designating minor roads for 'local use only', congestion charging, road pricing, parking restrictions, park and ride facilities and other traffic management devices.
- Supporting upgraded Workplace Travel Plans for major local employers such as the Hope Cement Works.
- Pressing for consolidated delivery routes: working with commercial and public sector delivery partners to introduce new last-mile service provision.

Innovation and Spreading Change

- Drafting a Hope Valley Movement Plan. Working in partnership with the National Park Authority and the County Council we aim to understand better the movement of people and vehicles into and within the Hope Valley by triangulating the data collected from our Year One consultations on-line and in person, together with mobile phone data.
- Exploring the potential for new measures such as a tourism levy to support a 'Visitor Card' scheme for public transport travel.
- Sharing learning locally and across national landscapes, through information sessions and a 'toolkit' to scale the learning.
- Involving young people including a team of 'influencers' building on our Year One Youth Engagement project.

Years Three to Five Overview: 2024-2027

Travelling Light is expected to consist of 5 years of implementation and a further three years of consolidation to take the project to 2030. This may also include setting up social or co-operative enterprises to create a legacy which helps deliver and continue this work after the project ends.

During this period we expect:

- Travelling Light will continue to learn from best practice in the UK and elsewhere in Europe.
- We will regularly collate feedback from respondents to monitor how attitudes have changed, which will allow for continued innovation and responding to needs as they arise.
- We will work with partner organisations and community groups to design and implement an integrated travel plan, making trips by active travel, public and shared transport a viable alternative for residents, visitors and businesses.

Project Outcomes 2030

1. Inclusive Active Travel - Walking Wheeling & Cycling

- By 2030, walking, cycling and wheeling will be a viable option for short to medium local journeys by visitors and residents
- 30% of journeys within the Hope Valley are made by bike, electric bike or on foot
- People report a greater sense of wellbeing as a result of being able to be more physically active
- Lower speed limits have been implemented.
- The Hope Valley has a high quality network of active travel routes, connecting villages, visitor destinations and public transport routes.

2. Integrated Public Transport

- Double the number of journeys are made by public and shared transport to and within the Hope Valley.
- Accessible and affordable integrated transport system which facilitates access to education, employment and health services and popular visitor destinations..

3. Reduced Fossil Fuel Dependency

- 50% of visits to the Hope Valley to be car-free.
- 50% of villages have community car clubs and car sharing in place
- 50% of all vehicles registered in the Hope Valley to be electric vehicles
- Sufficient publicly available electric charging points for cars and e-bikes are available in every settlement
- The Hope Valley is noted as a beacon low-car destination, where visitors can easily enjoy the outdoors without the need to own a vehicle.

4. Spreading Change: Innovation and Shared learning

- The Hope Valley and Travelling Light project is cited in national case studies and research as an exemplar of sustainable rural travel and ecotourism.
- Sustainable travel pilots have been run in the Hope Valley and shared with and replicated by other rural areas including National Parks.
- Travelling Light has created a data-centred approach to developing integrated transport solutions that can be replicated elsewhere
- Travelling Light has shared learning by hosting at least ten events (training, workshops and conferences)
- Travelling Light will have trained increasing numbers of volunteers to create a network of knowledge and skills
- All of the settlements in the Hope Valley have engaged with the project and contributed to its objectives including the co-creation of sustainable travel solutions.

APPENDIX A

Table 1: Progress to date and Projected to End of Year One [August 2023]

Project Objectives	Last 15 Months Achieved	By Year One Projected
<p>Inclusive Active Travel - Walking Wheeling & Cycling</p>	<p>Engaged pupils and staff in 'walk to school' projects in eight Hope Valley primary schools in May 2022.</p> <p>Followed up in September 2022 with a Travelling Light schools newsletter for Walk to School month promoting walking, cycling and scooting to school..</p> <p>Ran 'try an e-bike' events in five villages, to increase awareness and confidence in e-bike use for everyday journeys. Of those attending 80% increased their likelihood of purchasing an ebike after the sessions than before.</p> <p>Engaged local people in discussion about safe and attractive walking and cycling routes at summer festivals in the main Hope Valley villages.</p> <p>Built awareness of the benefits of lower speed limits, including through a high profile 'Cycling for All' rally attended by local MP on 1 October 2022 and attracting over 60 participants plus 15 volunteers.</p>	<p>Create a cohesive map of residential areas and backroads in and around the Hope Valley where lower speed limits would encourage active travel, developed through workshops with local residents, visitors and businesses via Commonplace platform</p> <p>Walking Workshop - How to Make Walking for Everyday Journeys More Inclusive followed by walking strategy and campaign</p> <p>Inclusive Active Travel training for volunteers and supporters to be delivered in April 23.</p> <p>Cycling strategy developed for volunteer campaign group</p> <p>Joint project with Sustrans, Community Rail Partnership, PDNP, Northern Rail and Network Rail to develop a suite of active travel information boards for Hope Valley Line stations.</p>

	<p>Carried out a consultation with riders at the end of the rally. Improvements identified by participants included: 20mph speed limits in villages; the need for more dedicated cycle routes in the Valley; infrastructure improvements including maintenance to existing cycleways on roads; roads to be categorised as to how safe they currently are; continuous cycle route from Grindleford, Hathersage, and Edale to Hope to enable children to safely cycle to the secondary school.</p> <p>Developed a 20 mph speed limit campaign framework for the Hope Valley linking to national and county-wide 20's Plenty campaign</p> <p>Active travel mapping feasibility workshop run in January 2023.</p> <p>Supported DCC application for Active Travel England funding for business case development money for a Transport Corridor for active travel in and around the Hope Valley.</p>	
<p>Integrated Public Transport</p>	<p>Engaged with Bus Service Improvement Plan implementation..</p> <p>Travelling Light submission to the Bus Network Review, highlighting the need for integrated transport solutions for rural communities and emphasising the need for regular, reliable and</p>	<p>Currently working with Peak District National Park Environmental Quality Mark to develop a toolkit and accompanying video promoting best practice sustainable travel packages with four local tourist businesses. Work to be completed by Summer 2023.</p>

	<p>affordable fixed-route services supported by real-time information.</p> <p>Promoted the concept of 'mobility hubs' based on Hope Valley stations. In response to our advocacy, Hope station has been identified as a priority hub. We have engaged Parish Councils and other local organisations with how the hub would work in practice and continued to lobby Derbyshire County Council and Network Rail to ensure that the hub is fit for purpose and accessible. We are currently running a community consultation survey on the proposed Hope Station hub and secondary mobility hubs along the Hope Valley rail line.</p> <p>Developed links with the Community Rail Partnership and scoped funding bid for accessibility feasibility study at Hope Station and potential 'rail trail' inter-station footpaths.</p> <p>Campaigned successfully with others for the local rail service to call at every station, every hour: the Northern Rail timetable from December 2022 included this level of service for the first time.</p> <p>Ran 'Use the Bus' campaigns in April 2022 and February 2023 to encourage visitors and residents to use the bus, in partnership with bus operators and DCC, resulting in raised awareness</p>	<p>2023 Use the Bus Campaign to promote the £2 fare cap and affordable days out in the Hope Valley by bus, run February 2023 across half term. Supported by bus operators, PDNP, DCC and MPDD. Currently evaluating the impact of the campaign.</p> <p>Shaping the Design of Mobility Hubs. Facilitate consultations and engagement workshops to identify the appropriate components of a primary mobility hub at Hope Station and secondary mobility hubs along the Hope Valley rail line, as part of Derbyshire's Bus Service Improvement Plan (BSIP).</p> <p>Exploring joint funding to improve accessibility at Hope Station.</p> <p>Work with bike and e-bike hire providers to offer rental options linked to stations and promote this availability through local tourism businesses. Spring 2023 for promotion in Summer 2023</p> <p>Undertake a feasibility of last-mile connections that could be serviced by demand responsive shuttles and electric taxis, linked to the proposals for Demand Responsive Transport via the BSIP working group.</p> <p>Exploring jointly funded integrated transport officer role with Community Rail Partnership and Rail Operators; Spring/Summer 2023</p>
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	<p>of bus services and constructive feedback from over 50 people on areas for improvement.</p> <p>Explored Demand Responsive Transport solutions with local businesses, residents, DCC and community transport operators.</p>	
<p>Reducing Fossil Fuel Dependency</p>	<p>Pressed local authorities and community organisations for faster roll-out of EV charging points, including working with local businesses to identify possible locations</p> <p>Promoted community EV charge points with Parish Councils using a 'How to' guide illustrating successful local case studies.</p> <p>Ran two community events on what it's like to run an electric vehicle that brought together potential electric vehicle owners with existing owners..</p> <p>Ran two information sessions on peer to peer car sharing options..</p> <p>Promoted existing ride-sharing platforms, such as Kinto Liftshare.</p> <p>Worked with DCC on a successful bid to Midlands Connect for funds to develop and promote a new platform for sharing lifts, vehicles and EV charge points, with the Hope Valley as a pilot area.</p>	<p>Hosting Midlands Connect 'Cenex' pilot project on Community Car Share/Lift Share/EV share platform to promote using community conversations and parish council briefings through Spring & Summer 2023.</p> <p>Exploring use of mobile phone data pilot to understand the resident/visitor movements within and to/from the Hope Valley</p>
<p>Spreading Change: Innovation and Shared learning</p>	<p>Prepared a Travelling Light brief for Parish Councils to promote Travelling Light. Met Parish Councils in Bamford, Castleton, Edale, Hope, Hathersage and Grindleford.</p>	<p>Engaging stakeholders on a proposed 'Inclusive Active Travel Day', connected by Valley-wide incentives to encourage people to leave the car at home and visit by public transport and the use of</p>

	<p>Case study of Travelling Light used by the Food Farming and Countryside Commission Field Guide to the Future A better way to find common ground - Food, Farming and Countryside Commission (ffcc.co.uk)</p> <p>Created a case study of Travelling Light for Friends of the Earth guide to local authority action on climate change.</p> <p>Engaged local people in discussion about electric vehicle use, electric bikes and car sharing at village summer fairs..</p> <p>Organised a successful webinar with the Lake District National Park Authority about their sustainable travel projects.</p> <p>Gathered information about transport-inclusive 'visitor card' schemes in other European countries with a view to trials in the Hope Valley/Peak District</p> <p>Engaged with stakeholders including Marketing Derbyshire (Tourist Board); Environment Quality Mark; local tourist and accommodation providers how to promote sustainable travel solutions as part of their package including discounted entry tickets for arriving by public transport.</p> <p>Commissioned a Travelling Light youth project to be delivered in 2023 in partnership with Students</p>	<p>shuttle services instead. Scoping specific events and opportunities for those with reduced mobility including 'Cycling without Age' and 'Inclusive Pedals' with an opportunity to trial accessible bikes; promotion of 'Miles without Stiles' and Peak District Kids.</p> <p>A programme of 'Community Conversation' workshops developed for delivery in each village in 2023. The workshops will be run with a view to developing a map of active travel routes in residential areas and backroads, and to identify, for example, where lower speed limits would encourage active travel.</p> <p>A series of vlogs featuring local people and businesses who use alternatives to the private car in order to promote sustainable travel options. Social Media Campaign</p> <p>Travelling Light Youth Engagement project with outputs from project shared in Summer 2023.</p> <p>Subject to ongoing funding, appoint an academic partner to establish baseline data and coordinate the ongoing monitoring and evaluation of Travelling Light, and to provide links with international experience.</p>
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	<p>Organising for Sustainability (SOS-UK). The project will engage young people to promote and better understand their public transport and active travel needs with a view to running their own 'use the bus' campaign.</p> <p>Prepared a short report on integrated transport and promoting car-free travel in the Engadin [Switzerland]: like the Hope Valley this is a rural area with high visitor numbers. Switzerland is a world leader in providing integrated, high quality public transport.</p> <p>Produced a 'quick guide to' toolkit produced on EV charging for communities.</p> <p>Produced a travel and transport bulletin once or twice a month to encourage and support volunteer effort in support of the project.</p> <p>Set up contract with Commonplace for a triangulated approach to inform an evidenced-based approach to sustainable travel, coupled with a community engagement strategy including village by village community conversations on sustainable travel solutions.</p>	<p>Presenting to Lake District National Park-based community groups on our approach to community engagement on sustainable rural travel.</p> <p>Present to Yorkshire & Humberside Climate Commission 'Delivering Impact' workshop May 2023</p>
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