

Promoting sustainable tourism to build back better Catherine Croney Community Rail Officer



Introduction – about me and my background

What I'll talk about:

- what we've been doing in our CRP to collaborate and work with others to help support the tourism industry
- how we're working with PDNPA to help our 'new visitors'
- Share a project from DVLCRP
- Our future plans



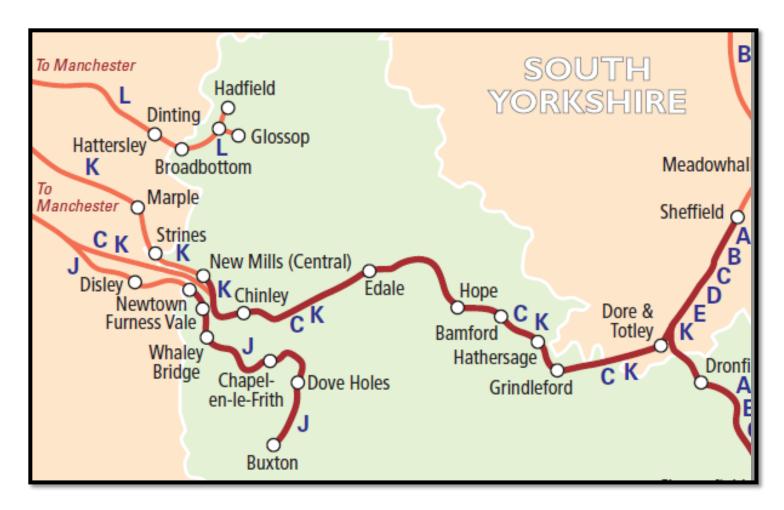
Peak District National Park

14 million visitors per year20 million people live within 1 hour's drive50 million people live within 4 hours' drive





Who we are



Buxton Line

Glossop Line

Hope Valley Line

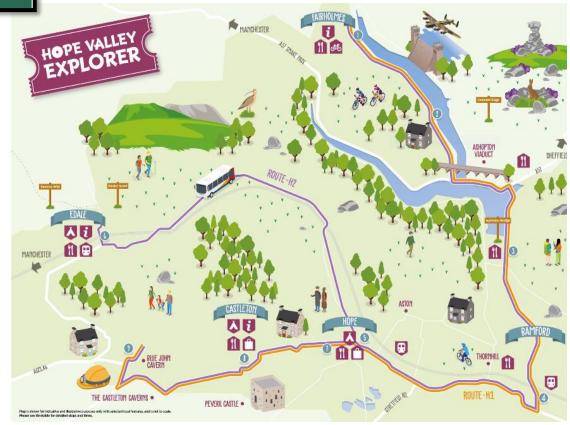


The Hope Valley Explorer bus connecting with

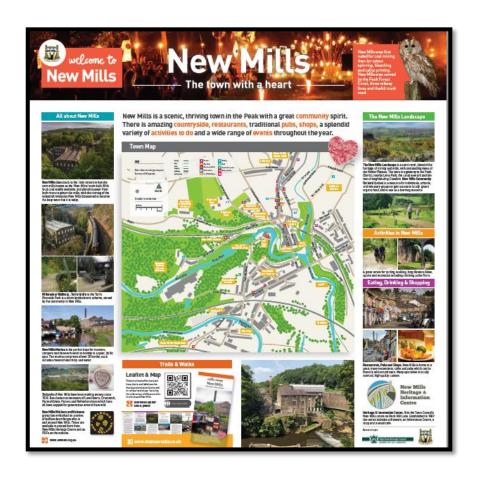
Our Stations to take visitors to visitor attractions in

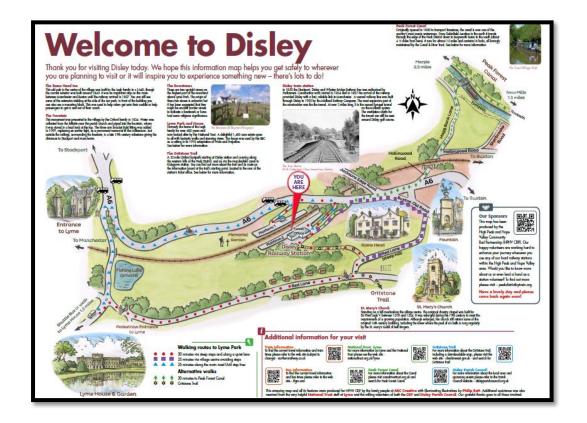
Castleton and the Upper Derwent Valley.

Audio commentary on board. Summer only.



Working in partnership

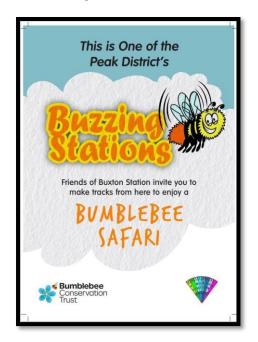


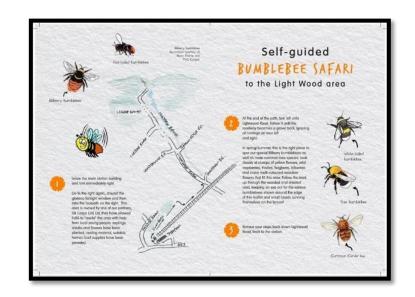


New panels with High Peak Borough Council as part of its regeneration project boosting tourism

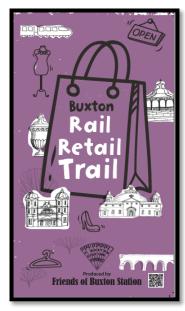
Working with The National Trust and Disley Parish Council to promote Disley's visitor experience

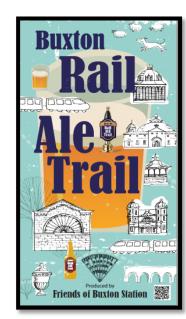
Our busy stations





Local projects to help promote our towns and encourage people back to the Peak District





What are the visitor issues especially in the countryside?

- Different audiences visiting the Peak District
- Lack of knowledge of the area
- Understanding how to 'behave' in the countryside
- How to get here and where to go
- PARKING

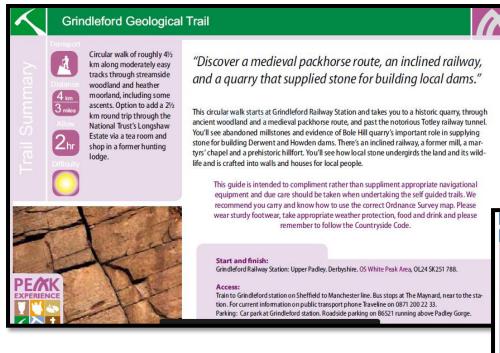


Supporting the Peak District National Park's new Countryside Code campaign.

Banners at the stations in the Hope Valley

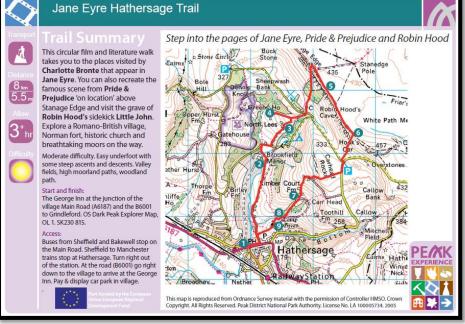


Working with the National Park Rangers



Short walks to guide people and give them a positive experience

Introduce key messages around sustainable travel

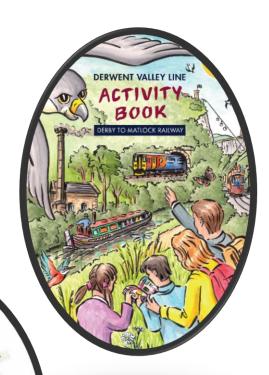


Derwent Valley Line

- Runs alongside the Derwent Valley Mills World Heritage Site
- Scenic rail journey with attractions
- Natural and cultural heritage







Derwent Valley Line - Your Adventure Starts Here





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Crowlers Con-



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Wednesd Staff Stations

Explore the Derwent Valley

The Dieswort Malley is special with an automating diversity of landscope, geology, hartoge and wildlife, where the guerfle landscope of the law-lands execut the suggest uplands of the Feck Divinid.

National Park. The Derivent Malley Mills Wickli Heritage Site is globally recognised.

Take a journey back to an age when Britain held center stage as the world's limit industrial nations, to a place where water power was. for autopashilly homeseed for tealing production (a milectone in the Industrial Devolution).

Your journey on the Derwent Walley Line, from the urban relige of Derby, is characterised by open tendacase and inventide meadows, beyond which are open upland positive and large approval of Heap reliad excises weather thingsing the Inflicides. At Marfack Buth the Victorians were left in one by the down all loose of High Tax, marking the change is geology from Investore to grittoria.

Jump aboard and join us, to discover attractions that oil the family can expay including mortest towns, before house and gordens, theme parks, moseums, author purseits and much enter. Expip the relation to derivar the Derment Willey Horizogo Way; the "totales to derivar" walks linking tower lay train; or expensione the Reak Extrict via the multi-user Moseal Trail. Whether your interest are family fur, analysing, opting, history or wildlife the Derment Valley is the perfect choice for a summer author or a writter brook.

Peak District National Park The Reds District National Park is not on 15 national park in the

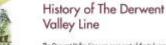
The Flogik District National Park is one of 1.5 estional parks in the UK. It was the first area to be designated a national park in 1951.

Surrounded by Dietty, Sheffield, Manchester and Steile, the Peak Diesel National Peak to the been of the nation. The analysis touchaspee of other film-attern valleys, impressive gritation edges and railing hills make the National Peak to apacie) place for consyment to entire. Whether peak went to come and wells, cycle or clinit, take in the views or visit our towns and villages, then's accreting

Come and applices the Notional Park by train and bus - it's on

Travel Information

Trains on the Dermeet Veilley, Une specule or frequent service behaves Mattinghow, Beaston, Attenderscopk, Lang Essey, Desby and the load Dervert Valley Lies Statious. The journey from Delay to Medicin later correct 30 investor, and from Patinghom obout on hour. From Modouk, line, services can be the Peok District Modoured Rink. From more information planes visit Motional Ball Enquiries — 94557 48 45 50 or were policinally do a sk. Franchies (667) 2000 223 30 www.orbegins. in No.



The Derward Valley Line was once part of the Indy scenic Malland Railway passing through the Peak District, linking Derby with Buston and Mancheder.

The line was operated in stages from 1840. The First section features in Early and Janhungston was represed in 1840 as part of the North Midland Reilway between Darley and Leeds.

The section between Ambergate and Roweley was apared by the Manchaster, Buston, Matthod and Middland, Anchon Railway in 1889, It wasn't until 1863 that the railway was extended from Roweley finaugh to Buston via belowell and Millers Dale, continuing to Chinley in 1867 and later into Manchaster, creating a main like finan Landon 59 Process.

The line continued in use for over a handred years until in March 1967 local services north of Madiock were withdrawn, followed by the closure of that section of the lise on 1 July 1968.

Since then local services have aperated along the Derwork Valley Line to Matlock with Phaik Rail operating between Matlock and Rowsley.

Today, walkers and cyclots can enjoy two sections of the Marcell Trail for 5 miles between Marlack and Rawdey and a first first miles between bolesvell and Chee Dale. Seyond first, the markety remains upon for the movement of

querry traffic only.

At Duffield, the Hiddand Rollway also opered a line to Withspoorth in 1867. A passanger service operated until 1967 and the line executed open for freight, until the lost stone train in 1989. The nativety was respected in 2011, as the Ecclebourne Volley Rollway, providing heritage and services.







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Our plans for the future (COVID permitting)

- Identify key events/anniversaries that our CRP can align with
 - o 2021 is the 70th anniversary of the PDNP
 - o 2022 is the 90th anniversary of the Mass Trespass (Hope Valley)
- Engage more with our DMO Visit Peak District through better marketing of rail travel to the area
- Develop a joint marketing project with the Youth Hostel Association to promote rail travel to Castleton, Edale and Hathersage hostels
- Build on the Hope Valley Explorer bus and tie in with existing cycling initiatives
 e.g discount cycle hire if travelling by train
- Continue to support our station groups and communities in developing tourism projects