

## **Section B**

### **Audience and Access Development Plan**



## **UPPER DERWENT VALLEY WOODLANDS: AUDIENCE DEVELOPMENT AND ACCESS PLAN**

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## **EXECUTIVE SUMMARY**

This study looks specifically at helping visitors and local people understand, celebrate, and cherish the woodlands of the Upper Derwent Valley. It advises on how best to involve people in the valley and on how to achieve better use, understanding and enjoyment of the area by improving the quality of physical, intellectual and emotional access. TellTale consulted with numerous interested individuals and organisations during the production of this report. Our proposals reflect the results of these consultations.

### **Audience development**

Audience development is described by the Heritage Lottery Fund as action taken by heritage-related organisations to involve people, to understand their needs and interests, and to create an environment and experience that appeals to them. The overall aim is to attract and retain people's interest in the heritage, and help them enjoy it and learn more about it.

It is now a national priority that all sections of society should have opportunities to experience and enjoy the UK's natural and cultural heritage. There is a particular focus on the most consistently under-represented groups: people with disabilities; ethnic minorities; low-income families and young people aged 16-24. These are the 'priority groups'. The growing emphasis on equal opportunities and social inclusion has cast a spotlight on "under-representation", revealing a number of barriers and obstacles to participation. Our report considers the implications and opportunities of this for the Upper Derwent Valley.

None of the Upper Derwent Valley's managing agencies are seeking an increase in visitor numbers. There are also considerable infrastructure issues that mean that visitors' activities can have a negative impact on local residents. Local people generally feel that more visitors would be problematic. However, national legislation and the policies of the UDV managing agencies mean that a targeted emphasis on certain new audience sectors is appropriate. Experience elsewhere indicates that carefully targeted work with these sectors is likely to lead not to large increases in overall visitor numbers, but to a more diverse range of visitors.

### **Significance of the Upper Derwent Valley**

From the visitor point of view, the Valley's most important qualities are its scenery and landscape, clean air, good walking and interesting glimpses of wildlife and history, all within easy reach of the Sheffield conurbation. Given the policy commitment of the managing agencies, the Valley has immense potential to become an exemplar site for outreach and engagement work with "priority groups". It also offers a wealth of opportunities to improve, expand and deepen the experience for current visitors, both city-based and local.

The Valley's coniferous woodlands, however, are one of its least exciting assets from the visitor point of view. There are dense conifer plantations, which are neither very accessible, with a limited number of paths and bridleways, nor very inviting. It is well known that conifer plantations inspire generally negative reactions, compared to mixed or deciduous woodland, and people do not choose to spend time in them. Our proposals for increasing visitors' interest in the woodlands go hand-in-hand with the Conservation Management Plan's proposals for greater landscape diversity.

### **Current and new audiences in the Upper Derwent Valley**

There is considerable visitor survey data available for the Upper Derwent Valley. Our report collates and considers the implications of these. As a result, this Audience Development Plan focuses on two key audiences:

- current audiences and how their involvement with the area could be enhanced (Sections 3.2 and 3.3)
- a small range of potential new audiences, and how their interest could be attracted and retained (Sections 3.4 and 3.5)

Our proposed projects to engage with current audiences begin with new and/or improved on-site facilities, including trails and self-guide publications. There is significant scope for engaging with visitors through organised activities and events. Our recommendations for site-related activities focus on:

- exploration, enjoyment and understanding of the woodland environment
- the creative and functional use of woodland materials

A range of projects is recommended in 3.3.2.

Because managing agencies do not wish to see a significant increase in the number of visitors to the UDV, identification of new audiences should focus on the priority groups, i.e. people with disabilities, ethnic minorities, young people and low income families. In addition, we feel there is a case for including people over 60 among the UDV target groups.

Our recommendations for new audiences focus on:

- effective and proactive outreach (work with these groups needs to take place in the community rather than on site).
- Improvements to on-site facilities and provision to make the site welcoming to unconfident visitors.

We recommend that closer co-ordination among and within managing agencies on implementing their access and audience policy is required. We also propose the creation of a fixed-term Outreach Officer/Education Officer post.



## **Access development: organisational, cultural & intellectual access**

As already noted, access and participation can be limited or prevented by organisational, cultural, intellectual, social, and financial factors. These can either prevent people from visiting heritage or countryside sites, or inhibit their enjoyment and understanding during a visit. Improving access means identifying such barriers and doing everything possible to remove them.

We carried out an audit of “non-physical” access (Section 4.0), looking at pre-visit information, on-site information, on-site interpretation, publications, guided walks and events. We concluded that all these types of provision, in their current form, have shortcomings in terms of accessibility, and we have made a range of recommendations for improvement (Section 4.6)

## **Access development: physical access**

Section 5.0 includes an audit of current access provision for walkers, cyclists, and horse-riders, including those with disabilities, identifying barriers to access, and the public transport to the site. Our recommended projects (Section 5.4) include improved walking, cycling and horse-riding links in the access network, the creation of dedicated off-road cycle routes, orientation courses and woodland walking trails and routes for people with disabilities.

## 1.0 INTRODUCTION

### 1.1 BACKGROUND

The agencies that manage the Upper Derwent Valley share a vision of its future: “In 50 years time, the woodlands of the Upper Derwent Valley will not only have had their natural beauty enhanced ... they will also be celebrated, understood and cherished by both visitors and local people alike”.

The Upper Derwent Valley Partnership brings together the three major landowners (**National Trust, Forestry Commission** and **Severn Trent Water**), together with the **Peak District National Park Authority** and local communities. This Plan represents the joint efforts of these agencies to develop a common management approach to conserving and enhancing the important wooded landscape of the Upper Derwent. The Partnership has worked together for over 25 years, and in the past few years has developed and agreed aims and objectives for the Upper Derwent Valley Woodland Regeneration Project. The Partnership works closely with the Derwent Officer Group and the local communities of Derwent & Hope Woodlands Parish, and Bamford with Thornhill Parish.

This study complements the Upper Derwent Valley Conservation Management Plan, by putting people in the picture. The Valley is well-used and well-loved not only by local residents but by people from nearby urban areas, especially Sheffield. We want to enrich people’s experience of the Valley, while making sure its special qualities are conserved and enhanced. Our report analyses a wide range of information about visitors and potential visitors, and proposes a series of projects that will lead people to understand, celebrate and cherish the Upper Derwent woodlands.

#### 1.1.1 Why audience and access development?

Audience development is described by the Heritage Lottery Fund as action taken to involve people, to understand their needs and interests, and to create an environment and experience that appeals to them. The aim is to attract and retain people’s interest in the heritage, help them to enjoy it, and enable them to learn more about it.

However, certain groups of people are largely absent from the “heritage audience”. With the growing emphasis on equal opportunities and social inclusion, it is now national policy that all sections of society should have a chance to experience and enjoy the UK’s natural and cultural heritage. There is a

particular focus on the most consistently under-represented groups: people with disabilities; ethnic minorities; low-income families and young people aged 16-24.

Numerous studies have shown that these “priority groups” are absent not by choice, but because they face barriers to participation. As well as physical and sensory barriers, access can be limited or prevented by organisational, cultural, intellectual, social, and financial factors. Even people who do visit heritage or countryside sites often find that these barriers inhibit their enjoyment and understanding of the place they are visiting.

So while audience development involves engaging with people, access development means assessing and improving what the area and its managers currently provide.

### **1.1.2 What this means for the Upper Derwent Valley**

All the Upper Derwent Valley’s managing agencies have policies that fully support this national commitment to access and inclusion. However, none of the agencies wishes to see an overall increase in visitor numbers in the Valley. Infrastructure issues such as traffic and parking mean that visitors’ activities may have a negative impact on local residents. Local people therefore generally agree that more visitors would be problematic.

However, audience and access development does not necessarily mean a significant increase in visitor numbers. The answer is a carefully targeted emphasis on certain new audience sectors. Experience elsewhere shows that this approach leads to a more diverse range of visitors, but very little overall increase.

### **1.1.3 Consultation**

TellTale consulted with numerous interested individuals and organisations including the two local Parish Councils during the production of this report. Our proposals reflect the results of these consultations. The Project Steering Group commented on our proposals at the interim report stage and various amendments were made in the light of these comments, prior to the circulation of the public consultation draft. The latter was circulated to a wide range of consultees in March 2006. The responses to this consultation were generally very positive. As a result we have not needed to make any significant amendments to our proposals.

This final report is therefore broadly similar to the interim report already made available to consultees, with the addition of sections 3.3.3, 3.5.6, 4.6.3 and 5.4.3.7 which give “ball park” cost estimates for our proposed projects, and the appendices which provide details from the research stages of our work.

## **1.2 LEGISLATIVE & POLICY FRAMEWORK**

### **1.2.1 Barriers and opportunities**

Certain sections of Britain's diverse society have for many years been "under-represented" in recreational activities related to countryside and heritage, when compared to their representation in national and regional population statistics. Until relatively recently, there was a widespread tendency on the part of countryside and heritage managers to assume that this was a matter of choice. However, the growing emphasis on equal opportunities and social inclusion has cast a spotlight on "under-representation", revealing a number of barriers and obstacles to participation. This recognition has gone hand-in-hand with a determination, now generally shared across the political spectrum, to end discrimination of all kinds against particular sections of the population.

It is now a national priority that all sections of society should have opportunities to experience and enjoy the UK's natural and cultural heritage. There is a particular focus on the most consistently under-represented groups: people with disabilities; ethnic minorities; low-income families and young people aged 16-24.

This approach is underpinned by two Acts of Parliament and enshrined in the policies of the main advisory and funding bodies for countryside and heritage, such as the Heritage Lottery Fund, Countryside Agency and English Heritage. It is also reflected in the policies of the organisations managing the Upper Derwent Valley. A central issue for access and audience development is the degree to which these policies are put into practice.

### **1.2.2 National legislation**

Two major pieces of national legislation impose statutory obligations on public sector bodies, while also having far-reaching implications for the voluntary and private sectors. These are:

- The Disability Discrimination Act 1995
- The Race Relations (Amendment) Act 2000

#### **1.2.2.1 The Disability Discrimination Act**

The Disability Discrimination Act (DDA) seeks to remove discrimination against anyone with a physical or mental impairment which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. This applies to about 10 million people in the UK.

The DDA has been introduced in phases. From October 2004, where a physical feature makes it impossible or unreasonably difficult for disabled people to make use of a service that is offered to the public, a service provider must take reasonable steps to:

- remove or alter the feature, or
- provide a reasonable means of avoiding the feature, or
- provide a reasonable alternative method of making the service available to disabled people

The Disability Discrimination (Services and Premises) Regulations, issued in October 1999, specified the range of provision covered, including fixtures, fittings, furnishings, equipment and materials. In the context of countryside recreation this includes visitor facilities, signage, information and interpretation.

The DDA repeatedly emphasises “reasonable” provision. As cases of discrimination are brought by disabled people and considered in court, the definition of “reasonable” will become clearer.

#### **1.2.2.2 The Race Relations (Amendment) Act 2000**

The Race Relations (Amendment) Act (RRAA) requires the public sector to take a proactive approach to race equality and race relations. The Act’s General Duty specifies that public authorities must:

- eliminate racial discrimination,
- promote equality of opportunity,
- promote good relations between people of different racial groups.

The Specific Duties of the Act set out the arrangements for meeting the General Duty and are central to public authorities’ Race Equality Schemes. They require public authorities to:

- identify functions and policies that are relevant to the performance of the General Duty,
- assess and consult on the likely impact of proposed and existing policies on the promotion of race equality,
- monitor policies for any adverse impact on the promotion of race equality.

Public bodies therefore have a duty not simply to avoid discrimination but to review their current policies and practice and take action to promote equality and good race relations. This is having a significant impact on public sector organisations.

### **1.2.3 Government bodies**

Two non-departmental government bodies, with responsibility for heritage and countryside, have a key role to play in access and inclusion.

#### **1.2.3.1 The Heritage Lottery Fund**

The Heritage Lottery Fund is committed to developing the widest possible constituency for heritage, and to promoting access, equality of opportunity and inclusion in all its activities. HLF's Access Policy commits it to:

- *Promote heritage for all in the UK by supporting heritage activity which is accessible and enjoyable for all sections of society*
- *Enlarge the constituency for heritage by increasing opportunities for active individual and community engagement, especially in decision-making affecting the heritage*
- *Support development which celebrates the diversity of UK communities and reflects our shared multicultural heritage*
- *Break down barriers that prevent engagement with heritage, whether physical, sensory, intellectual, cultural or economic, especially for under-represented, excluded, or disadvantaged groups*
- *Promote partnerships to develop standards, deliver sustainable public benefits, and to implement appropriate monitoring and evaluation measures*
- *Promote access, inclusion and equality of opportunity across all our activity.*

#### **1.2.3.2 The Countryside Agency**

The government's Rural White Paper (2000) promised a Diversity Review of how to encourage more people with disabilities, more people from ethnic minorities, more people from the inner cities, and more young people to visit the countryside and participate in country activities.

This is being undertaken by the Countryside Agency on behalf of the Department for Environment, Food and Rural Affairs (Defra). Research and pilot projects are ongoing and are due to be completed in 2007.

The Landscape, Access and Recreation division of the Countryside Agency will be merged with English Nature to form Natural England in October 2006, but it is assumed the Diversity Review will be taken forward by the new agency.

## 1.2.4 UDV managing agencies

Though the legislation may carry more compulsion for the public sector, a proactive approach to access and equality is rapidly becoming a benchmark of good practice across all sectors. The UDV's managing agencies represent the public, voluntary and private sectors.

### 1.2.4.1 Severn Trent Water

Severn Trent Water is a private sector company, primarily concerned with water supply. Providing recreation facilities is a subsidiary, non-profit-making area of its work, though its recreational sites receive some 4 million visitors a year. The company's Accessibility Statement says:

*"At STW we are committed to making as many aspects of our business as accessible as possible, reinforcing our commitment to equal opportunities and the Disability Discrimination Act 1995."*

Severn Trent operates a voluntary register for individual services, including making bills and information available in large print or Braille, and a bill and information reading service. Leaflets about its recreational sites and events are also available in large print or Braille.

Severn Trent Water is governed by Defra's Code of Practice for the water industry, covering conservation, access and recreation. Clause 5.4 says:

*"The relevant bodies should seek to ensure that access is provided to as wide a range of facilities as possible and to as wide a range of people as possible. Promoting access for all should help to improve health and reduce social exclusion."*

### 1.2.4.2 The National Trust

The National Trust is a voluntary organisation, which has developed access and inclusion policies closely in line with best practice. Policies and action plans can be produced at central, regional or local level. The central Disability Access Position Statement (April 2005) says:

- *The National Trust is committed to enabling increased access to its historic built and countryside environments, and to developing and promoting inclusive access solutions that are creative and sensitive to the surroundings.*
- *The Trust also believes that disability is no barrier to volunteering and is seeking to develop opportunities to encourage disabled people to volunteer.*

- *The Trust intends to develop and enforce a Diversity Policy in 2006, of which issues relating to disability will be part.*

The Trust's East Midlands Regional Office has produced a scoping paper on social inclusion. It recommends the following as priority areas of work for the region over the next three years:

- *Recruiting more staff and volunteers from socially excluded groups, especially volunteers*
- *Work with staff and volunteers to develop more positive attitudes, and to raise understanding and awareness of the needs of socially excluded groups*
- *Train front of house staff and volunteers in skills to work with people with special needs*
- *Improve provision for partially sighted and blind visitors.*
- *Engage more effectively with young people (16-25yrs)*
- *Work with people with poor health (mental or physical)*
- *Develop our countryside areas as popular venues for ethnic minority visitors*
- *Target The Workhouse, Sudbury Hall, Clumber Park and High Peak as the properties with most potential for working with socially excluded groups*
- *Arrange some special events for targeted socially excluded groups*
- *Develop an outreach programme*
- *Improve our monitoring of the use and appreciation of our properties by members of socially excluded groups*
- *Revisit both off site and on site publications and produce some new ones targeted to new special needs audiences*
- *Carry out some targeted marketing in appropriate specialised media*
- *Reassess our property web sites and improve accordingly*
- *Use our work with schools to link into the wider community*
- *Work in partnership with other organisations and national initiatives more*

At a local level, a detailed "Access for all" Action Plan has been drawn up for the High Peak and Longshaw Estates, covering improvements and developments necessary to meet DDA requirements.

#### **1.2.4.3 Forestry Commission**

The Forestry Commission is the government department responsible for forestry policy and service delivery. Its access policy is:

*"To make woodlands accessible for all and to remove barriers to woodland access so that everyone can enjoy trees and woodlands."*

The FC has developed a Race Equality Scheme (September 2005) to reflect the structure and focus of the RRAA. The purpose of the scheme is to:

- *eliminate unlawful race discrimination*



- *promote equality of opportunity*
- *promote good relations between persons of different racial groups*

The Race Equality Scheme notes that:

*“Access, visitor and recreation facilities present opportunities to develop potential relationships with ethnic groups and communities within local areas.”*

#### **1.2.4.4 Peak District National Park Authority**

As a national park, PDNPA is a “single-purpose authority” within local government. The statutory purposes of national parks are defined in the 1995 Environment Act as:

- *to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park*
- *to promote opportunities for public enjoyment and understanding of the National Park’s special qualities*

National Parks also have a statutory duty:

- *to foster the economic and social well-being of local communities*

All National Parks follow the guidance that in any direct clash between conservation and recreational access, conservation considerations must prevail (resulting from the National Parks review chaired by Lord Sandford in 1971-74 and dubbed “the Sandford principle”).

PDNPA’s National Park Management Plan for 2000-05 (Objective 2) seeks to:  
*“Enable individuals and groups from all sectors of society to understand and benefit from the opportunities which the National Park has to offer.”*

The Best Value Performance Plan for 2005-06 sets as the first corporate priority under Key Objective 2 (Working together for people):  
*“Targeting specific groups, especially young, disadvantaged and ethnic minority groups from our surrounding towns and cities, to visit, understand and enjoy the National Park.”*

In response to the Equality Standard for Local Government, adopted by the PDNPA Policy Committee in October 2003, PDNPA has developed an Equality Policy. This policy (third draft February 2005) states that:  
*“PDNPA is committed to developing and implementing policies that will ensure equal and universal access to services and employment for all.”*

## 2.0 SITE ASSESSMENT

The Conservation Plan outlines the significance of the valley for nature conservation, archaeology and landscape. This section therefore concentrates on what the Valley means for visitors.

### 2.1 SIGNIFICANCE OF THE SITE

From the visitor point of view, the Valley's most important qualities are its scenery and landscape, clean air, good walking and interesting glimpses of wildlife and history, all within easy reach of the Sheffield conurbation. Although the vast majority of visitors come from the city, the area is also used and valued by local residents. **This site has therefore immense potential for outreach, particularly targeting priority groups (see 3.4).** The location of the Upper Derwent Valley, its position within a National Park, and the commitments of the various partner bodies, means the site is well-positioned to become an exemplar site for innovative work with these groups, pushing forward the implementation of government policy. We would encourage ambitious thinking (see 3.5 and 4.0).

This study looks specifically at the use of the woodlands of the Upper Derwent Valley and at helping visitors and local people celebrate, understand and cherish them (see the Vision for the Upper Derwent Valley Regeneration Project). It advises on how best to involve people and communities in the project (especially the high priority target groups identified by Government and Steering Group organisations). We seek to achieve better use, understanding and enjoyment of the area by means of improving the quality of physical, intellectual and emotional access to the area and its woodlands (see the 2<sup>nd</sup> aim and 4<sup>th</sup> objectives of the Project).

For the vast majority of visitors the chief connection with woodlands will be recreational (this is shown by the Forestry Commission's work over the last twenty years in establishing forest recreation at their sites at, for example, Sherwood, Grizedale and Thetford Chase). The forestry management and the related use of woodland products will inevitably have a more limited appeal for a leisure market (for training implications see Training Plan).

### 2.2 PEOPLE AND WOODLANDS

Over 25 years of work in different aspects of woodland management throughout the UK has shown us that people relate and react powerfully to woodlands. This emotional and frequently spiritual reaction was described eloquently by John Fowles in his book *The Tree*:

*“Even the smallest woods have their secret places, their unmarked precincts, and I am certain all sacred buildings, from the greatest cathedral to the smallest chapel, in all religions, derive from the natural aura of certain woodland or forest settings”(1).*

Many people find woodlands to be special places for achieving contact with the natural world. However, not all of these emotional reactions are positive; some are more to do with deep subconscious, almost primal, fears of dark places and hidden danger.

Unfortunately, the majority of the woodlands in the UDV are now dense conifer plantations which people tend to have much more negative reactions to than to semi-natural deciduous woodland. People use words like dark, gloomy, overpowering & depressing when describing conifer plantations. As a result they often invoke unease and fear.

A number of local residents expressed negative views regarding the existing dense character of the plantations e.g. “The management of the woodlands has a direct impact on the quality of life of the residents..... I and most residents in the valleys would like to see many of the close planted evergreen plantations replaced by native deciduous trees” and “The current environment is very ugly.” Our surveys and observations of people in the valley show that few people linger in the plantations unless they have a specific interest (e.g. fungi or birds of prey); the majority walk through them as fast as they can en route to the open moors above or the reservoir margins. The only places people tend to linger are recent clearings where there is more light or where there is a good view.

This reflects Jay Appleton’s analysis of the key factors that determine how people relate to a landscape (2). He suggested that we react to two major factors: the degree of prospect (e.g. views, elevation,) and the degree of refuge (e.g. shelter, enclosure, safety). For an environment to be fully satisfying he suggests that you need elements of both. The plantations of the valley are out of balance so that refuge becomes oppressive with only very occasional mitigation.

Most of the people who walk through the woods at present are serious walkers going through the woodlands in order to access the moorlands above (see 3.2 Understanding Current Audiences). They are unlikely to significantly change their behaviour because of changes to visitor provision within the woodlands (although there are changes to the current access provision that would improve the site for these groups – see 5.0: Physical Access). In addition it is likely that the water will always be more of an attractor than conifer woodlands so positive management of the woodlands will be essential if they are to attract people. Our target therefore should be to attract visitors to the woodlands primarily from the people who currently stay at a low level and to provide a facility that can cater for new audiences.

We strongly recommend that a policy of diversifying and opening up the plantations wherever possible is essential in order to encourage more people to use and relate to the woodland. Highest priority should be placed on widening the most popular routes identified in our physical access review (section 5 of this report) to form an extensive network of widened rides and open glades.

This will not only make the woodlands a more attractive environment for people but will lead to major benefits for wildlife. The creation and management of wide rides and glades with scrubby margins are widely recognised as the most effective methods of improving plantations for wildlife with minimal impact on the commercial crop (for the basic principles see Warren and Fuller 1990 (3) and many subsequent publications). See the Conservation Management plan for more details.

This policy will also provide significant landscape diversification and if the glades are sensitively located to open up key views it will provide visitors with a far greater opportunity to appreciate the spectacular landscapes of the valley without having to climb up to the top of the hills. This will be especially effective if combined with the imaginative positioning of seating and picnic tables (see 3.3.2 “Turning the tables”).

## **2.3 CONSTRAINTS**

The Partnership has expressed reluctance to see significant increases in numbers of visitors in the Valley. The National Park Authority in particular is reluctant to see further car parking in the valley. The ecological assessments within the conservation plan show that apart from the breeding sites for goshawks and a number of wet flushes, the plantations are robust habitats that have a significantly higher carrying capacity for recreational activities than the other habitats of the valley.

We therefore suggest that the woods (especially the plantations) have the capacity to absorb more people without damage. Indeed we believe that by careful management of routes (better maps, signage, surfacing, boardwalking over flushes etc) the plantations could absorb people and deflect some pressure off the more sensitive habitats such as the surrounding blanket bogs and grouse moors. Our proposals for physical access (5.0) therefore concentrate heavily on the woodlands and plantations of the valley

In keeping with the “Sandford principle” (see 1.2.4.4), we are seeking to avoid an irreconcilable conflict between the conservation of the birds of prey and recreation. We have identified the most sensitive areas for these species. ECUS have liaised with those who have carried out relevant research with goshawks, to establish whether “buffer zones” might be required around the key breeding sites, and if so what size they need to be and what type and level of recreational activity would be acceptable within them or in proximity to them. Our proposals for improved physical access in section 5.0 have been amended in the light of these consultations.

## REFERENCES

- (1) John Fowles: *The Tree*, Aurum Press Ltd, 1979.
- (2) Jay Appleton: *The Experience of Landscape*, 1975
- (3) Warren and Fuller: *Woodland rides and glades: their management for wildlife*, Nature Conservancy Council, 1990. Currently available from the Joint Nature Conservation Committee, Peterborough.

## **3.0 AUDIENCE DEVELOPMENT**

### **3.1 INTRODUCTION**

Audience development is described by the Heritage Lottery Fund as action taken by heritage-related organisations to involve people, to understand their needs and interests, and to create an environment and experience that appeals to them. The overall aim is to attract and retain people's interest in the heritage, and help them enjoy it and learn more about it. Audience development does not necessarily involve a significant increase in visitor numbers. Its main thrust may be essentially qualitative, or it may involve a small increase in visitors from certain priority groups. Four questions are central:

- Who are the audiences now?
- Who do we want them to be in the future?
- How can we reach them?
- What can we offer them?

None of the Upper Derwent Valley's managing agencies is seeking an increase in visitor numbers. However, national legislation and the policies of the UDV managing agencies mean that a targeted emphasis on certain new audience sectors is appropriate. Our approach follows the principles of social inclusion, defined by Resource (formerly the Museums, Libraries & Archives Council) as "the positive management of diversity, to which all organisations should aspire".

This Audience Development Plan therefore focuses on:

- Current audiences and how their involvement with the area could be enhanced (Sections 3.2 and 3.3)
- A small range of potential new audiences, and how their interest could be attracted and retained (Sections 3.4 and 3.5)

For both audiences, it includes recommendations for maximising opportunities to use, appreciate and engage with the woodlands.

### **3.2 UNDERSTANDING CURRENT AUDIENCES**

#### **3.2.1 Consultations with local people**

We held two consultative meetings with the two local Parish Councils (Derwent & Hope Woodlands, and Bamford with Thornhill) about how local people use and relate to the woodlands and the impact of visitors.

### **a) Local people and the Upper Derwent Woodlands.**

Many local people have a strong connection to the area; for some this is based on years, or even generations, of living and often farming in the area. For others it is based on very regular recreational use. Some people have chosen to live in the area because of its landscape. The Upper Derwent Valley woodlands are well used by local people for biking, walking and dog-walking.

### **b) Visitors to the Upper Derwent Woodlands**

We found that although attitudes to visitors were generally positive; there was great concern about some aspects of both visitor behaviour and visitor service provision in the Upper Derwent Valley.

These concerns included:

- Rising use of the site for criminal activities, particularly drug use, is the most worrying aspect
- Litter is a year round problem – the group produced photograph evidence of how unpleasant it is
- Dog fouling is a problem particularly on the dam wall which our consultees said should be monitored by STW. They also suggested that more bins would be helpful
- Traffic is a major issue; almost all visitors come by car, while buses are almost empty
- Inadequate toilet provision
- Inadequate parking provision
- Visitors regularly park on roads, blocking access for residents
- Noise of cars being revved in the car park, particularly on summer evenings
- Visitors need to be better educated in the Country Code
- The CRoW Act is viewed as negative; our consultees felt that more visitors now have a more belligerent attitude to access
- Maintenance of footpaths and cycleways is poor in parts, and it was felt standards had fallen over the past few years
- There are increasing problems with barbecues in the Upper Derwent Valley with ensuing fire risk
- There is a fear that canoeing may become more of a problem in the future there are signs that unofficial canoeing is increasing

Overall, the clear feeling was that local people view the current visitor numbers as almost unsustainable and certainly at carrying capacity. They think that any increase would strain the existing infrastructure and visitor provision to the detriment of local people's quality of life and of the visitors' experience.

### **3.2.2 Sources of data on current audiences**

This study is fortunate in having access to detailed and reliable data on visitors to the UDV, thanks to recent surveys carried out by the Peak District National Park Authority (PDNPA) research team. We supplemented these with a small-scale visitor survey of our own, in order to focus in more detail on certain issues. We also looked at data from earlier surveys.

#### **a) The PDNPA Fairholmes survey (2005)**

The most recent UDV visitor information comes from a survey carried out at Fairholmes by PDNPA in August 2005, on a Saturday, a Sunday and a school-holiday weekday. The survey involved both face-to-face interviews and post-back questionnaires, and covered audience profile data and various aspects of the visitor experience.

As the survey returns had not been processed when we undertook this study, we extracted and processed a sample of 100 face-to-face interviews with matched post-back questionnaires (representing 312 individuals) and 50 face-to-face interviews with respondents who did not return post-back questionnaires (representing 181 individuals). Details of our approach and full results from our sample are given in Appendix 1.

#### **b) Moors for the Future survey (2004-05)**

A survey concentrating on moorland areas was carried out by PDNPA in 2004-05, on behalf of the Moors for the Future (MFTF) partnership. For this survey, the UDV data collection site was Kings Tree, at the head of the valley. Visitors at this site may be somewhat different from those at Fairholmes, as it is 4.5 miles from the main car park (though accessible by car on weekdays and on the shuttle bus at weekends). Together the two surveys give a good picture of UDV visitors.

#### **c) Other visitor surveys (1992-2003)**

We also have results from National Trust visitor surveys carried out in 2002 and 2003 over the whole High Peak Estate, including a survey point at Slippery Stones. These surveys are not as recent as PDNPA's, nor as reliable, since much of the profile data was deduced from observation. Furthermore, many of the questions relate to perceptions of the National Trust and are therefore of limited relevance to UDV audience development. We also looked at two earlier visitor surveys, one (1992) focusing on the UDV, the other (1998) on the whole Peak District National Park. These are summarised in Appendix 2. Comparisons are of limited value, due to the narrow range of data covered in these earlier surveys, but our analysis draws attention to any discernible trends.



#### **d) Supplementary interviews (2005)**

We supplemented the PDNPA data with our own on-site sample survey at Fairholmes, carried out on a Saturday, Sunday and half-term weekday in October/November 2005. We interviewed 50 randomly-selected visitors, focusing in greater detail on key aspects of their visit. These included activities undertaken, sources of information and guidance, problems encountered, motivation and likely future interests. Results are shown in Appendix 3. We also consulted a selection of interest groups representing key audience sectors.

### **3.2.3 The UDV audience profile**

#### **Key findings: Audience profile**

- The majority of visitors are couples or small family groups
- There are far more children under 16 at Fairholmes than at Kings Tree.
- Most are regular visitors, mainly from the Sheffield conurbation
- Almost all arrive by car.
- Most adults are in employment.
- There is an extremely low representation of people with disabilities, ethnic minorities, young people aged 16-24 and people over 60
- We assumed that low-income families are also under-represented (based on employment rate and car use).

Detailed audience profile findings are given below. We have concentrated mainly on the Fairholmes data, as we know empirically that this site is used by a very wide range of visitors. Results are given first for the 100 face-to-face interviewees who also returned post-back questionnaires, and then for the 50 who did not. The results from both groups are broadly similar, though they differ in a few respects. Where only one percentage is given, the data comes from the post-back forms. Figures for Kings Tree are given only where exactly the same question was asked at both sites and where they differ significantly from Fairholmes. Results of past surveys are mentioned if a trend is evident.

- Most people visit in groups that they describe as a family (66% for both kinds of respondents). This must be assumed to include couples without children, as there was no separate category for couples.
- The most common group size is two people (39% and 36%) and the next most common is four people (27% and 26%) of which almost all are families.

- The number of children under 16 who visit Fairholmes (20.8% and 23.2%) compares favourably with the number of children this age in the population of England (20%). However, the percentage is only 9% at Kings Tree. The number of young people aged 16-24 is very small (2.2% and 4.4% at Fairholmes, 5% at Kings Tree, 11% in the population of England). The trend seems to be towards more children under 16 (15.9% in the UDV in 1992), but fewer young people aged 16-24 (9% in 1992).
- There are a significant number of adults aged 35-44 (27.6% and 25.4%). Many adults in this age-group are accompanied by children. Younger adults aged 25-34 are well represented among people who did not return post-back questionnaires (21%) but less so among those who did (11.6%). The number of people over 60 (9.9% and 8.9%) has declined since 1992 (17.2%). Over-60s make up 21% of the population of England.
- An overwhelming majority of visitors identify themselves as white (97.8% and 94.5%). People of black, Asian or mixed race ethnicity (defined in the Askins Report as “visible communities”) are not well represented, though there are more among respondents who did not return post-back questionnaires (5%) than among respondents who did (2.2%). Ethnic minorities make up 9.1% of the total population of England.
- An overwhelming majority of visitors are in employment or self-employment (62.8% and 63% of all visitors, but 92.9% and 98.3% if you exclude children, students and retired people). No respondents said they were unemployed or on government work or training schemes. Retired people accounted for 9.6% and 9.9%.
- Very few visitors consider themselves to have a mobility problem (2.6% and 3.3% at Fairholmes, 1.2% at Kings Tree). However, the Fairholmes post-back questionnaires explored health issues further by asking whether people considered themselves to have a long-standing illness, health problem or disability (not necessarily affecting their mobility). This established that 7.1% of visitors have some kind of health problem.
- The overwhelming majority of people are day-visitors, beginning and ending their visit at home (80% at Fairholmes, 89.4% at Kings Tree). Of these, the biggest group (46%) live in areas with an S postcode, which represents Sheffield and adjacent areas. In our sample, all but one came from the Sheffield conurbation, including Rotherham and Barnsley, and only one from the rural S33 postcode area. The next most strongly represented postcodes were SK (Stockport), NG (Nottingham), LE (Leicester) and DE (Derby), accounting for 11%, 7.5%, 7.5% and 6% of all visitors respectively.

- Most people visit Fairholmes quarterly (26%) or monthly (25%), but there are also quite a few first-time visitors (17%). Kings Tree has similar figures for quarterly and monthly visitors but also more weekly visitors (24%) and fewer first-timers.
- An overwhelming majority (94%) travel to the UDV by car. Given the traffic congestion in the valley, this comes as no surprise. It is possible that the Fairholmes survey, conducted in a car park, might have missed people who did arrive by public transport. However the MFTF survey gives an overall figure of 92% for travel by car to Peak District moorland areas.
- The National Trust survey at Slippery Stones gives a broadly comparable picture, allowing for the differences in survey method. More than half the respondents were from South Yorkshire and Derbyshire. Some 79% of groups consisted of adults only, and the largest age band was 25-44 (46%), with 45-59 (23%) the next largest. There were much larger percentages of 16-24 year olds (13%) and over-60s (14%), though it has already been noted that observation is an unreliable basis for these findings. Disability and ethnicity were recorded only in the 2002 observational survey, which described 98% of people as having no mobility problem and 99% as white.
- It has already been noted that four of the groups under-represented in the Valley (people with disabilities, ethnic minorities, low-income families and young people) are priorities in national and organisational policies on encouraging and supporting access to the countryside. In addition, the visitor data shows that people over 60 are also under-represented, and that their presence has declined markedly since 1992. It would therefore seem appropriate and desirable to explore possible ways of attracting more people from these groups.

### **3.2.4 Activities, motivation and communication**

As well as knowing who the visitors are, we need to understand what people do during their visits to the Valley, what motivates them, what their interests are, how they respond to information and guidance, and what they might like to do in future. To explore these issues we used the PDNPA Fairholmes survey (post-back questionnaires), the MFTF Kings Tree survey, the National Trust 2003 survey and our own on-site interviews.

## a) Current visitor activities

### Key findings: Visitor activities

- Walking and cycling are the two most popular activities in the UDV.
- Walkers fall into three main groups: energetic long-distance walkers, less ambitious medium-distance walkers, and short-distance “strollers”.
- Long-distance walkers are well represented at Kings Tree.
- “Strollers” are better represented at Fairholmes and include people who stay in or near the car park to have a picnic, feed the ducks or visit the café.
- Cyclists fall into two main groups: those covering long distances off-road and those doing short distances on surfaced roads.
- Short distance cyclists are more likely to be families with children.

It is well-known that the UDV is popular with walkers, both for short strolls and long-distance hikes. This is borne out by the PDNPA surveys: walking was named as a main or secondary activity by 59% of Fairholmes visitors and 66.6% of Kings Tree visitors. The two sites attract roughly the same number of medium-distance walkers, but long-distance walkers are more in evidence at Kings Tree, while “strollers” favour Fairholmes. (Some 21% of all Fairholmes visitors walk less than 2 miles and only 9% walk more than 10 miles, whereas only 11.4 % of Kings Tree visitors walk less than 2 miles and 25.4% walk more than 10 miles.)

Our own interviews at Fairholmes questioned visitors in more detail and found that 24% of our sample had walked between 1 and 5 miles, 10% had covered less than 1 mile, and another 10% had not left the car park area. Some 19% of walkers (14% of our whole sample) had used one of the three colour-coded waymarked trails, which go from the car park through the adjacent woodlands. (These trails have recently been more clearly waymarked but are still not that well promoted).

Cycling or mountain biking is another very popular activity in the UDV, partly because of the cycle hire facility at Fairholmes. In the PDNPA surveys, 42% of visitors at Fairholmes and 32.5% at Kings Tree named cycling as a main or subsidiary activity. Our own interviews questioned cyclists in more detail, and found they fell into two fairly evenly divided categories: families with children doing short, mainly on-road rides (12%), and young to middle-aged adults doing longer routes with substantial off-road stretches (10%).

Sightseeing is the next most popular activity in the PDNPA surveys, named by 23% of people at Fairholmes and 24.6% at Kings Tree. Birdwatching is important at Kings Tree (19.3%) but not at Fairholmes (3%). Picnicking is extremely popular with Fairholmes visitors (34%) but less so at Kings Tree (18.4%). In our own survey, many of those who stayed in or near the car park named picnicking, using the café and feeding the ducks as key activities.

## b) Current visitor motivation

### Key findings: Visitor motivation

- People visit the UDV for recreation and leisure
- The primary attractions are the area's scenery and tranquillity
- People also appreciate the opportunities for walking and other quiet activities, and the health benefits these bring.
- Some particularly appreciate the range of options to suit all the family.
- Wildlife also appears to be a significant attraction, though as a general rather than specialist interest.
- Surveys differ on the importance to visitors of local history or archaeology.

The PDNPA surveys explored the reasons why people visited, with options for recreation/leisure, business/work, training/education and "other". Not surprisingly, almost all visitors at both Fairholmes and Kings Tree were there for recreation or leisure. The reasons for visiting this particular location were also explored, with the overwhelming majority of respondents putting scenery in first place, with tranquillity next. Our own survey at Fairholmes looked at reasons for choice of activity, with the vast majority (82%) saying they were simply doing what they enjoy, though some emphasised finding an activity that would suit all members of the group (26%) and some also mentioned getting or keeping fit (20%).

Fairholmes visitors were also asked to rate various factors as "very important" or "important" to their enjoyment of the visit. Scenery was again the clear front-runner, named by a large majority (82%) as "very important", followed by clean air (58%), good walking (56%), and peace & quiet (46%). Wildlife was seen as "very important" by 20% of Fairholmes visitors, but history and archaeology were "very important" to only 4%. However, wildlife was one of the top "important" factors, with history and archaeology not far behind.

The National Trust 2003 survey explored people's interests by asking what subjects they would like to know more about. Local history was the most popular choice, with wildlife in second place. These figures, however, apply to the whole High Peak estate.

### c) Visitor response to communication and information

#### **Key findings: Communication and information**

- Many visitors to the UDV rely on previous knowledge of the area, but this is far more the case at Kings Tree than at Fairholmes.
- The majority of Fairholmes visitors use external sources of information.
- Maps are the predominant form of external information used.
- A significant number of Fairholmes visitors use outdoor panels, books and leaflets.
- Visitors who look at outdoor panels do not retain much in the way of messages and information.
- There is poor takeup of the “essential guide” leaflet.
- Apart from attendance figures, there is little monitoring and evaluation of guided walks and events.

Any attempt to engage people’s interest, deepen their appreciation or enhance their experience will rely on communication of one kind or another between visitors and managing agencies. It is therefore important to understand what sources of information and guidance people currently use and how they respond to existing provision. Both the PDNPA and MFTF surveys asked respondents to name the sources used, though with a slightly different range of options, and our own survey examined this issue in greater detail.

Given the large number of regular visitors from nearby conurbations, it is not surprising that many people are informed and guided by their own knowledge of the area. In the PDNPA and MFTF surveys, 54% of visitors at Fairholmes and 86.8% at Kings Tree said they used their previous knowledge of the area. However, many of these respondents also used external sources of information, such as a map. Only 41% of Fairholmes visitors used no external sources of information whatsoever (this figure is not available for Kings Tree).

The PDNPA surveys found maps to be the most popular form of external information (43% at Fairholmes, 36% at Kings Tree) followed by books, leaflets and brochures (33% at Fairholmes, 14.9% at Kings Tree). Use of Tourist Information Centres and the Internet was modest at Fairholmes (18% and 9% respectively) but very low at Kings Tree (3.5% and 2.6% respectively).

Our own survey explored sources of guidance and information in greater detail, including outdoor information and interpretation panels (which are not mentioned in the PDNPA surveys). Only 26% of our sample relied solely on their own knowledge, and 54% used a map. The next most popular source of information was outdoor panels, which 32% of our sample had looked at. Books and booklets were used by 28% of our sample, but there was very low takeup of the “essential guide” to the area, the Upper Derwent Valley: Discover & Enjoy leaflet, which

was used by only 6% of our sample. This is not too surprising, as it is not at all prominently displayed. Retention of ideas or messages was relatively low. Although 74% of our sample had used some external source of information, only 22% could recall anything in particular about the Valley.

Guided walks and events are also an important opportunity for communication between managing agencies and visitors. In 2005, some 371 people went on 29 walks led by the Fairholmes Ranger Team, an average attendance of 13 people per walk. There is no breakdown of attendance figures by age, gender, ethnicity or other profile categories, nor qualitative assessment of messages absorbed. The PDNPA surveys do not identify event participants (the tick-box option lumps events together with “visiting an attraction or place of interest”, which has a combined total of 6%). It is important for future audience monitoring that this data is systematically collected.

It is noteworthy that the two woodland-focused “fungus forays” run by the Fairholmes Rangers in Autumn 2005 were among the year’s best-attended events anywhere in the national park, with participation rates of 28 and 25 people. This is an encouraging indication of the potential of woodland events.

#### **d) Likely future interests**

##### **Key findings: Likely future interests**

- Fairholmes visitors would like improved facilities in and near the car park, including a café, more parking, and easy-access provision.
- A significant minority of Fairholmes visitors would be likely to participate in family events, slightly fewer in guided walks and fewer again in arts & crafts.
- Kings Tree visitors would like more routes and self-guide leaflets, but not other facilities or activities.

The PDNPA Fairholmes survey did not explore what improvements people would like to see in future visitor provision, though some post-back respondents offered unsolicited suggestions. The 100 returns we looked at included several mentions of “a proper café”, more parking for people with disabilities, more parking in general, specific routes for wheelchairs and push-chairs, and better signposting of walk routes.

In our own Fairholmes survey of 50 people, we specifically explored likely take-up of various options. Some 20% of our respondents said they would be likely to participate in family events, 18% in guided walks and 14% in art or craft workshops. Asked an open question about what else they would like to do in the UDV, five respondents (10% of our sample) mentioned recreational use of the reservoirs, especially canoeing.

This overall picture of future interests contrasts sharply with the MFTF respondents at King's Tree. These visitors want more routes for walking, cycling and horse-riding, and would be interested in self-guide leaflets, but are definitely not interested in guided walks/events or a moorland information centre, and do not want to see more signposts, interpretation panels, car parks, or toilet facilities.

### **3.3 ENGAGING WITH CURRENT AUDIENCES**

A key aim of this project is to make the Upper Derwent Valley, especially its woodlands, accessible, welcoming and enjoyable to visitors of all ages, abilities, financial circumstances, social/cultural backgrounds and ethnic origins. This means improving and developing the visitor experience for existing site users, as well as reaching out to under-represented audiences.

This section focuses on existing site users. Given what we now know about current audiences, we identify the main audience sectors, discuss mechanisms to engage their interest and deepen their involvement, and recommend specific projects. Obviously, some of these projects will also make the site more attractive and welcoming to audiences not currently represented. In this respect the distinction between “current” and “new” audiences is not absolute.

It should be noted that some of the “Audience Development” projects we recommend could equally well be regarded as “Access” projects, because they improve and enhance the physical, organisational, intellectual and cultural accessibility of the site. Some projects will therefore be cross-referenced to later sections of this report (Physical Access and Organisational, Cultural & Intellectual Access).

#### **3.3.1 Potential of main audience sectors**

We have already noted that the audience represented at Fairholmes is more diverse, more family-based and more receptive to communication than the audience at Kings Tree. (We do not have data for Heatherdene, though anecdotal evidence suggests that its visitor profile contains elements of both the other sites). There is also an important geographical difference between the two sites: Fairholmes is well-placed to offer access to nearby woodland, while Kings Tree is at present used mainly as a gateway to the moorland.



From the point of view of increased involvement, current UDV audiences fall into three broad groups:

- A) “Strollers” and the less mobile (whether due to health issues or very small children) who stay near the car park. For this group, we need to provide improved facilities close to the main car parks, better presentation of the site’s special qualities, and new gentle activity options using woodland areas.
- B) Short-to-medium-distance walkers and short-distance cyclists. This group is quite diverse but includes many families with school-age children under 16, often looking for activities to suit a range of tastes. They are likely to be the most responsive group to new options, with a focus on woodlands and wood, which would deepen their interest and widen the scope of their activities. They are strongly represented at Fairholmes, which they tend to use as a base, even though they may walk or cycle several miles around the Valley.
- C) Long-distance walkers and cyclists, who mostly head for the adjacent moorland areas. This is the group most strongly represented at Kings Tree and we have taken the responses from there as indicative of their behaviour and views. Their interest in “organised” provision seems to be fairly minimal, but some well-targeted options might persuade them to make greater use of the woodlands and increase their range of activities.

### **3.3.2 Recommended provision**

In this section we suggest projects that will contribute to audience development by enhancing visitors’ experience of the UDV, increasing their interest, deepening their appreciation and/or taking them a step or two towards greater involvement. It should be read in conjunction with Sections 4.0 and 5.0 where we recommend projects related to essential visitor provision and infrastructure.

Our proposed projects to engage with current audiences begin with new or improved on-site facilities, including trails and self-guide publications. These will encourage visitors to explore and discover the Valley, especially the woodlands, in their own time and under their own steam.

We also feel there is significant scope for engaging with visitors through organised activities and events. Although these reach a very small audience in relation to total visitor numbers, participatory activities may well be the most effective way of engaging with people’s perceptions and attitudes (1).

Our recommendations for site-related activities focus on:

- exploration, enjoyment and understanding of the woodland environment

- the creative and functional use of woodland materials.

#### **a) New woodland discovery trails**

**Fairholmes:** The managing agencies' UDV Interpretation Group is already considering a new family-friendly "discovery trail" at Fairholmes in the woodland area below Derwent Dam. A pushchair-accessible woodland discovery trail would be well-suited to audience sector A, mainly families with younger children, but could also be an enjoyable experience for older members of the family. A secondary audience could be young people on residential activity courses at Hagg Farm or Lockerbrook, who could use the trail for night walks. Installations along the trail could use local timber and be made by local woodworkers. They would be interactive, with a clue or revelation element, linked by an imaginative connecting story that must be intrinsically connected with the people, animals, birds or plants of the Valley. People would be able to pick up an accompanying story/activity sheet from the Visitor Centre. Both the trail and the sheet would need to be well-promoted to maximise take-up. The installations should involve touch (e.g. high-relief carvings depicting woodland species), smell (e.g. resin) and natural sounds (e.g. birdsong). An accompanying leaflet, available in large print and Braille, would highlight the trail features. The Sheffield Visually Impaired Group could help develop ideas for this trail, which would offer an interesting experience for all "strollers" not just visually impaired people.

**Heatherdene:** With fewer visitor facilities, Heatherdene is not at present such a magnet for families as Fairholmes, but it has strong potential as a picnic/barbecue area and a start-point for woodland walks. A "Discover the Woods" trail here, starting and finishing at the picnic area, could be pitched at families with slightly older children, focusing on things to look out for in the woodland and possibly including some element of quest activity. As there is no Visitor Centre here, the trail should stand alone without an accompanying leaflet or sheet (though this could be an optional add-on via a leaflet dispenser).

#### **b) New self-guide leaflets including:**

**Waymarked walks leaflet:** We are convinced that the three colour-coded waymarked walks which start and finish at Fairholmes need an accompanying publication. They receive only the briefest mention in the *Upper Derwent Valley: discover & enjoy* leaflet, while the borrow-and-return laminated sheet is well used. The new leaflet would be aimed at audience sector B and would encourage people to try the other routes on a subsequent visit. The leaflet should be lively and imaginative, with a different content focus for each route appropriate to the area it covers (eg red = dam and forest, black = moors and tors, green = trees and water).

**Tin Town trail leaflet or audio:** We recommend some portable interpretation, including as much oral history material as possible, to accompany the Tin Town Trail at Birchinlee. This could offer more detailed content than is possible on the new panels. Medium-distance walkers and family cycling groups often go as far as Birchinlee, so this would target both B and C audiences. The interpretation could be a leaflet and/or an audio format. Audio options included pre-recorded trail with hand sets to hire, listening posts, a mobile phone trail (although reception is a problem in the Valley on some networks), or an MP3 download available via the PDNPA website.

**Lost farmsteads leaflet:** A leaflet focusing on the history and archaeology of the Valley, for B and C audiences with a non-specialist interest in history. Locating the farmsteads would add a discovery element although some (eg Bank Top Farm) may have to be left out for health and safety reasons. PDNPA's Cultural Heritage team would be happy to generate content for this leaflet.

**Forest routes leaflet:** Aimed at audience sector C, this leaflet would encourage long-distance walkers and cyclists to explore routes through the forest as a way of accessing the moors. For this audience, a good map would need to be a central part of the leaflet. This publication would work hand in hand with infrastructural and landscape development opening up new routes and new views (see 5.0 and Conservation Plan?)

### **c) Art & craft activities**

Participatory art and craft activities could be run as part of the existing events programme for the public, and/or as community-based projects, but in either case would need bought-in specialist leaders/facilitators. They could be linked to development of a network of skilled craftspeople centred on Ashopton Sawmill. Activity sessions for the public would need to be well-advertised, and could be bookable in advance, although it might be worth trying some at Fairholmes on a “just turn up” basis. Grant funding may be available for some of these projects.

For example, we envisage a community-based woodwork project called something like “Turning the tables”. This would involve design, production and installation of new outdoor tables and seating at Fairholmes, Heatherdene and at strategic points throughout the network of widened rides and glades. Design ideas would be developed in workshops (pre-booked and held on- and off-site) led by an artist/facilitator, and involving schoolchildren and community groups from the two Upper Derwent parishes and from the Sheffield conurbation. The eventual products would be made from local timber by local woodworkers. Decoration, in high relief images and words, could depict birds, animals, plants, people, stories and legends of the Valley. The finished products would become part of the provision for audience sectors A and B. The tables and seating would complement the improved provision of facilities at Fairholmes proposed in our Access recommendations (see sections 4.0 and 5.0). They would also be part of a re-landscaping of the Fairholmes area, so that picnic areas are fully accessible and attractively positioned.

Other activities, aimed at sector B audiences as participants, could include:

- “Found object” workshops, creating a temporary sculpture installation, or small items to take home, from forest floor material
- Woodwork craft sessions, making something to take home
- Woodwork demonstrations, with objects for sale
- Making paper and books, with follow-up adding decoration/content
- Charcoal workshops, including charcoal-burning and charcoal drawing
- Storymaking and storytelling, centred on relevant themes such as forest folklore or the story of the drowned valley

### **d) Ranger-led woodland activities**

Within the regular programme of Ranger-led events, there is scope for much greater diversification. There is a particular need for events aimed at family audiences (sector B). Such events need to be highly interactive, without too much walking, and containing an element of surprise, achievement, adventure or “wow factor” that will change people’s perception of the woodland.

We would like to see an increase in the number of existing Ranger-led events (eg fungus forays, making bird and bat boxes) aimed at this type of audience. Other events could include:

- Dawn chorus in the forest
- Dusk in the forest (with bat sound-detector)
- Night walks
- Forests and folklore
- Minibeasts
- Treasure hunts

#### **e) Fairholmes public archaeology project**

Organised by PDNPA's Cultural Heritage Team, this would involve the public (including the local community) in an archaeological investigation of the ruins of Fairholmes Farm under professional supervision. Archaeologists would give guided tours and post daily updates on a notice board at the Visitor Centre, with final results made public via a website.

#### **f) Drama in the woodlands**

The Valley would be a wonderful setting for drama events which would evoke a sense of emotional connection with the site. These would appeal to the A and B audiences and also potentially to new audiences, especially from the local community. The banks of the reservoir near Fairholmes would offer a good location for a summer evening production. The play could be developed and performed by a community drama group, or local and city-based groups working together, guided by a playwright in residence. There are several possible options for structure and content:

- The story of the valley told by characters who lived and worked there, from prehistory up to the present day
- A play about the "lost villages" covering the upheaval of the period when the dams were built, with characters based on oral history records
- An "animated trail" involving a walk through the woodlands meeting characters from the Valley's past (cf. Macclesfield Forest animated walk)

#### **g) Bamford Arts festival**

The suggested drama, art and craft activities could all be organised in collaboration with the regular and very successful Arts Festival held in the nearby village of Bamford. We would recommend working in partnership with the local community to develop a UDV woodlands "theme" for the Festival for one target year. This would offer an excellent focus for raising the profile of the woodlands and involving local residents. This idea would obviously need to be explored further with the Festival organisers.

### 3.3.3 Costs: Audience development projects (current audiences)

<b>PROJECT: Fairholmes woodland discovery trail</b>	
Description	Family-friendly easy-access trail in woodland area below Derwent Dam, with high-relief wooden carvings linked by a storyline. Carvings to be developed by an artist-in-residence with input from Sheffield Visually Impaired Group and/or community or school groups. Accompanying story/activity leaflet available from Visitor Centre.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> <li>• More people from nationally-identified “priority groups” (people with disabilities, ethnic minorities, young people and low-income families) will know about, visit and appreciate the Upper Derwent Valley and its woodlands.</li> </ul>
Audience	<ul style="list-style-type: none"> <li>• Families with young children</li> <li>• Young people on residential courses (night activity)</li> <li>• Visually impaired visitors</li> <li>• Other less mobile visitors</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Formative evaluation with sample of target users</li> <li>• User observation studies</li> <li>• User questionnaire</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Discovery trail £6,000 - £12,000 depending on number of installations, length of artist’s contract, number of community workshops etc.</li> <li>• Leaflet (A5 x 3, full-colour, 20,000 copies) design &amp; print £2,700; large print version (A4 x 3, 1000 copies) design &amp; print £800; Braille £25 per leaflet</li> <li>• Project management &amp; scripting by interpretation specialist £1,500 - £3,500</li> </ul>
Notes	Consider audio version available as MP3 download on PDNPA website, instead of large print & Braille leaflets.

<b>PROJECT: Heatherdene woodland discovery trail</b>	
Description	“Discover the Woods” trail starting & finishing at Heatherdene picnic area. Focus on things to look out for in the woodlands. Optional linked leaflet (distributed via dispenser).
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audience	<ul style="list-style-type: none"> <li>• Short-to-medium-distance walkers (incl families with school-age children under 16)</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Formative evaluation with sample of target users</li> <li>• User observation studies</li> <li>• User questionnaire</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Discovery trail £2,000 - £10,000 depending on number of installations, design &amp; materials</li> <li>• Leaflet (A4 folded in 3, full-colour, 20,000 copies) design &amp; print £2,000 (optional)</li> <li>• Project management &amp; scripting by interpretation specialist £1,000 - £3,000.</li> </ul>
Notes	

<b>PROJECT: Fairholmes waymarked walks leaflet</b>	
Description	Self-guide leaflet covering three colour-coded waymarked walks, with clear route directions and a different interpretive theme for each walk.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audience	<ul style="list-style-type: none"> <li>• Short-to-medium-distance walkers (incl families with school-age children under 16)</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Number of copies picked up</li> <li>• User questionnaires to assess how leaflet used and what messages absorbed</li> <li>• Survey to assess changes in activity patterns</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Leaflet concept, themes &amp; text by interpretation specialist £500 - £750.</li> <li>• Leaflet (A5 x 3, full-colour, 20,000 copies) design &amp; print £2,700</li> <li>• Project management £600</li> </ul>
Notes	.



<b>PROJECT: “Tin Town” trail leaflet</b>	
Description	Leaflet to accompany new panel trail at Birchinlee, incorporating oral history material. Content to be supplied by PDNPA Cultural Heritage Team.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audience	Medium-distance walkers and short-distance cyclists (incl families with school-age children under 16) with a non-specialist interest in history.
Evaluation	<ul style="list-style-type: none"> <li>• Number of copies picked up</li> <li>• Visitor questionnaires to assess how leaflet used and what messages absorbed</li> <li>• Survey to assess changes in activity patterns</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Cultural Heritage Team staff time (2.5 days) £450</li> <li>• Leaflet text edit by interpretation specialist £300</li> <li>• Reconstruction drawing £300</li> <li>• Leaflet (A4 folded in 3, full-colour, 20,000 copies) design &amp; print £2,000</li> </ul>
Notes	<p>An additional audio option would make good use of oral history material. However, provision of borrow-and-return hand-held audio is expensive and admin-intensive. We suggest creation of a downloadable MP3 item for the PDNPA website. A one-off MP3 file could be produced by a studio for £500 - £1000, or PDNPA could acquire audio software (£500) and training (£500) to allow for future in-house MP3 file production.</p>

<b>PROJECT: Lost farmsteads / changing landscape leaflet</b>	
Description	Leaflet focusing on the landscape history & archaeology of the Valley. Content to be supplied by PDNPA Cultural Heritage Team.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audience	Medium-distance walkers and short-distance cyclists (incl families with school-age children under 16) with a non-specialist interest in history.
Evaluation	<ul style="list-style-type: none"> <li>• Number of copies picked up</li> <li>• Visitor questionnaires to assess how leaflet used and what messages absorbed</li> <li>• Survey to assess changes in activity patterns</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Cultural Heritage Team staff time (2.5 days) £450</li> <li>• Leaflet text edit by interpretation specialist £300</li> <li>• Reconstruction drawing £300</li> <li>• Leaflet (A4 folded in 3, full-colour, 20,000 copies) design &amp; print £2,000</li> </ul>
Notes	Locating the ruined farmsteads would add an exciting discovery element, but some (eg Bank Top Farm) may have to be left out for health and safety reasons.

<b>PROJECT: Forest routes leaflet</b>	
Description	Leaflet with central map feature to encourage walkers and cyclists to explore routes through the forest as a way of accessing the moors.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audience	Long-distance walkers and cyclists
Evaluation	<ul style="list-style-type: none"> <li>• Number of copies picked up</li> <li>• Visitor questionnaires to assess how leaflet used and what messages absorbed</li> <li>• Survey to assess changes in activity patterns</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Leaflet concept, themes &amp; text by interpretation specialist £750 - £1,000</li> <li>• Leaflet (A4 folded in 3, full-colour, 20,000 copies) design &amp; print £2,000</li> <li>• Project management £600</li> </ul>
Notes	This publication would complement infrastructure and landscape development opening up new routes and views

<b>PROJECT: Community woodwork project</b>	
Description	Design, production and installation of new outdoor tables and seating at Fairholmes, Heatherdene and elsewhere in UDV. Designs developed in workshops led by artist/facilitator, with products made by local woodworkers.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audience	<ul style="list-style-type: none"> <li>• Community groups and schools from Upper Derwent parishes and Sheffield</li> <li>• Finished products aimed at less mobile visitors, “strollers”, and short-distance walkers/cyclists</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Workshop participation figures</li> <li>• Workshop participant questionnaire</li> <li>• User observation studies</li> <li>• User questionnaire</li> </ul>
Costs	£12,000 - £15,000 depending on length of artist’s contract, number of community workshops, cost of manufacture, number and style of table/seating units produced.
Notes	

<b>PROJECT: Family-focused art &amp; craft activities</b>	
Description	Art & craft activities led by professional facilitators, run as part of the Fairholmes-based events programme (eg “found object” sculptures, woodworking, paper-making, charcoal making and drawing, storytelling).
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audiences	<ul style="list-style-type: none"> <li>• Families with school-age children under 16</li> <li>• Strollers and short-distance walkers</li> <li>• Local community incl. art groups</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Participation rates</li> <li>• Participant questionnaire</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Series of 10 workshops £3500 - £4500 (based on facilitator fee of £150 - £175 per day to cover preparation, delivery and expenses)</li> <li>• Materials £500 - £1500 (£50-£150 per session)</li> </ul>
Notes	Our research suggests that most workshops should be clearly aimed at a family audience, but there is scope for one or two sessions aimed at adults with a keen interest in art & craft (possibly run in collaboration with local art societies).

<b>PROJECT: Ranger-led woodland activities</b>	
Description	Additional woodland activities aimed at a family audience, within the existing Fairholmes-based programme of Ranger-led events.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audiences	<ul style="list-style-type: none"> <li>• Families with school-age children under 16</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Participation rates</li> <li>• Participant questionnaire</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Event leader training (see Training Projects)</li> <li>• Materials £0 - £500</li> </ul>
Notes	Though some events of this kind already take place, this project seeks to increase both the number and the diversity of events. An annual target of (say) 10 extra events would need to be agreed.

<b>PROJECT: Fairholmes public archaeology project</b>	
Description	Archaeological investigation of the ruins of Fairholmes Farm, involving members of the public working under professional supervision, with guided tours and daily updates at Visitor Centre & on website.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audiences	<ul style="list-style-type: none"> <li>• Families with school-age children under 16</li> <li>• Strollers and short-distance walkers</li> <li>• Visitors with interest in history/archaeology</li> <li>• Local community incl. history/archaeology groups</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Participation rates (in dig &amp; guided walks)</li> <li>• Participant questionnaire</li> <li>• Web audience survey</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Excavation costs including staff time, equipment, post-excavation work and public events = £24,575</li> <li>• Booklet linked to project = £10,700</li> <li>• New outdoor panel = £3550</li> <li>• Web coverage = £540</li> </ul> <p>(Detailed cost breakdown available on request)</p>
Notes	We assume that admin & publicity, volunteer recruitment, health & safety checks, on-site information and website updating will all be handled by PDNPA staff. This project will therefore have a heavy impact on PDNPA staff time.

<b>PROJECT: Drama in the woodlands</b>	
Description	Community play or animated trail, developed by local drama group(s) with professional guidance, scripting & production. Performances in UDV as outdoor event for public, additional indoor performances in Bamford.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.</li> </ul>
Audiences	<ul style="list-style-type: none"> <li>• Families with school-age children under 16</li> <li>• Strollers and short-distance walkers</li> <li>• Local community</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Participant feedback</li> <li>• Attendance figures</li> <li>• Audience questionnaire (post-back)</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Playwright/facilitator £2000 - £4000</li> <li>• Director/producer (play only) £2000</li> <li>• Production costs (play) £5000 - £10,000</li> <li>• Production costs (animated trail) £500 - £1000</li> </ul>
Notes	Drama projects would be particularly suitable for collaboration with Bamford Arts Festival.



### 3.4 POTENTIAL NEW AUDIENCES

#### Key findings: audiences in catchment area

- Specific audience groups are under-represented in the UDV in relation to the population of England, but are amply represented in the key visitor catchment area of Sheffield.
- 37.6% of households in Sheffield and 34.1% in England have one or more person with a limiting long-term illness, health problem or disability.
- Ethnic minorities account for 8.8% of the population of Sheffield and 9.1% of the population of England.
- Young people aged 16-24 account for 13.4% of Sheffield's population, compared with 11% for England as a whole.
- People over 60 account for 21.3% of Sheffield's population, in line with the national percentage.
- Sheffield is among the 17% most deprived local authority areas in England.

The analysis of current UDV audiences shows under-representation of the four national and organisational priority groups for access to the countryside: people with disabilities, ethnic minorities, young people aged 16-24 and low-income families. There is also under-representation of people aged over 60. However, the UDV's major audience catchment area is the Sheffield conurbation, where all these groups are well represented.

#### 3.4.1 Long term illness, health problem or disability

Data from the 2001 census show that 37.6% of households in Sheffield have one or more person with a limiting long-term illness, health problem or disability, compared with 34.1% for England as a whole. The number of individuals involved accounts for 20.6% of Sheffield's population, compared with 18.2% for the population of England as a whole. The Sheffield figure includes 14.8% who are people of working age, compared to 13.6% for England. In addition, 11.3% of Sheffield residents describe their general health as "not good", compared to 9.2% for England as a whole.

#### 3.4.2 Ethnic minorities

The 2001 census counted 45,000 people from black and minority ethnic (BME) in Sheffield, or 8.8% of the city population. This compares to 9.1% for England as a whole, and represents an increase by 80% since the 1991 census. Sheffield's largest minority ethnic group is the Pakistani community, with almost 16,000

people (3% of the city population). Some 5,000 (1%) describe themselves as Black Caribbean. Around half of all the people in Sheffield's BME groups were born in the UK. The community has a higher unemployment rate than the white population but are more likely to hold qualifications. Sheffield also has a significant refugee community, many of whom may not have been included in the last census.

### 3.4.3 Young people

There are some 68,700 young people aged 16-24 in Sheffield, or 13.4% of the city's total population. This is higher than the overall percentage for England. Comparisons across all age groups for Fairholmes visitors, Peak District moorland visitors, Sheffield residents and the population of England are shown in the table below.

Age group	Fairholmes visitors: postbacks (% of total)	Fairholmes visitors: interviews (% of total)	Moorland visitors (% of total)	Population of Sheffield (% of total)	Population of England (% of total)
0-15	20.8	23.2	12	19.1	20
16-24	2.2	4.4	9	13.4	11
25-44	39.2	46.4	38	28.6	29
45-59	27.9	17.1	26	17.6	19
60+	9.9	8.9	14	21.3	21

### 3.4.4 Low-income families

In the Indices of Deprivation 2004, Sheffield City is ranked 60th out of 354 local authorities in England (with 1 the most deprived area and 354 the least deprived). The unemployment rate is 4.2 per cent of all economically active people, accounting for 15,600 unemployed people and 5,600 long-term unemployed. There are 50,600 retired people and 77,600 households without a car. Some 32% of all residents aged 16-24 have no qualifications.

## 3.5 ENGAGING WITH NEW AUDIENCES

Because managing agencies do not wish to see a significant increase in the number of visitors to the UDV, identification of new audiences should focus on the "hard-to-reach" groups which are national and organisational priorities. In addition, we feel there is a case for including people over 60 among the UDV

target groups. It will also be necessary to establish priorities among these groups, some of which have stronger audience potential than others.

Some initiatives in this direction have already been taken, but in a small-scale and ad hoc fashion. At the same time, people from some of these groups are already visiting the valley of their own accord, but could be encouraged and supported by certain improvements to on-site facilities (see Physical Access and Organisational, Cultural & Intellectual Access, elsewhere in this report).

### 3.5.1 People with disabilities

#### **Key findings: People with disabilities**

- DDA legislation applies to about one-sixth of the population of the UK.
- “People with disabilities” is a very diverse grouping covering a wide range of health issues and impairments.
- Substantial improvements must be made to on-site facilities and provision.
- Potential audiences can be reached through outreach and liaison.
- Some good practice initiatives are already happening in the UDV but a more systematic approach is needed.

There is a clear need to increase the percentage of people with disabilities using the Valley from its present very low level, especially bearing in mind the high percentage of people with a long-term illness, health problem or disability who live in the main visitor catchment area. To some extent, there is an overlap between this group and another under-represented group, older people.

DDA legislation applies to about 10 million adults in the UK. The Fieldfare Trust, a leading advocate and adviser on countryside access, emphasises the diversity within the overall grouping of “people with disabilities”. Access improvements often focus on wheelchair users, who represent only about 5% of the total. Wheelchair users are themselves hugely diverse as a group, including people who use powered vehicles, people who propel their own chairs and people who need to be pushed. Likewise, visual impairment includes those who are totally blind and those with limited clarity or field of vision. Hearing impairments range from profound deafness to limitations in range or volume of sound that people can hear. Learning disabilities are extremely diverse and may affect communication, understanding and physical capabilities. There are also “invisible” disabilities such as heart conditions or epilepsy (2).

We recommend two approaches, both essential, to meeting the needs of this audience sector:

- Substantial improvements to on-site facilities and provision. This has already been discussed at some length in the sections on Physical Access and Organisational, Cultural & Intellectual Access.

- Engaging with potential new audiences through outreach and liaison. This should include active promotion of newly-improved facilities, as well as customised provision such as special events and “taster days”.

The customised approach has already been piloted very successfully by the UDV Rangers, working with the Sheffield Visually Impaired Walking Group. Originating in an informal contact, the Walking Group now visits the Valley several times a year for Ranger-led guided walks. The typical attendance is six to eight visually impaired people plus their sighted guides, travelling to the area by bus. The Rangers also lead occasional events for the Disabled Ramblers, including a planned circular route around Derwent and Howden Reservoirs, intended to launch the newly accessible bridge at Slippery Stones.

UDV Rangers have also worked with the Home Farm Trust, organising and leading conservation tasks and walks for young adults with learning difficulties. The National Trust also arranges occasional customised visits to the High Peak Estate for groups with special needs, but has not so far done this in the UDV.

A proactive and systematic (as opposed to responsive and patchy) approach to outreach and liaison would mean a big step forward for audience development. Although staff and time resources are obviously a factor, we strongly advocate outreach followed by “customised” events. A growing body of evidence from other countryside management contexts shows that this approach is much more effective than simply including some targeted events in the general public programme. Pembrokeshire Coast National Park has also had great success with taster days for carers, who can be introduced to the opportunities and provision for the people they look after (3). Given some initial support in getting to know the area, people are more likely to make future visits by themselves.

### 3.5.2 Ethnic minorities

#### **Key findings: Ethnic minorities**

- Lack of information is a key barrier for ethnic minorities in accessing the countryside.
- Outreach, in terms of face-to-face contact between countryside management staff and communities in urban areas, is crucial.
- Initial support and familiarisation means that people are more likely to make future visits under their own steam.
- Some minority community members are already visiting the UDV of their own accord, and could be encouraged by the provision of specific new facilities.

We have noted that black and minority ethnic (BME) communities are under-represented in the UDV, as they are in the whole Peak District National Park. A

major piece of research into these communities' use and perceptions of national parks has been carried out over the last four years by Kye Askins of Durham University. Her study focused on the Peak District and North York Moors National Parks, and made extensive use of interviews and focus groups with Asian and Afro-Caribbean communities in Sheffield. Her research forms the basis of a set of policy proposals (4).

Askins' study identifies lack of information about national parks as a key barrier to accessing them. Outreach, in terms of face-to-face contact between Park staff and BME communities in urban areas, is considered crucial to introduce national parks and consolidate the information being conveyed. This is a crucial stage that should take place before organised visits or taster days. Taster days in isolation do not build a sense of relationship with a place and may turn out to be one-off events, with no future visits. As with other "hard-to-reach" groups, initial support and familiarisation means that people are more likely to make future visits under their own steam.

Askins' findings are endorsed by the experience of the MOSAIC project, a joint venture of the Council for National Parks (CNP) and the Black Environment Network (BEN), which began in 2001 to encourage and facilitate BME communities' access to national parks (5). This has now moved into a second phase, the MOSAIC partnership, with an emphasis on capacity-building within the BME population through "community champions".

PDNPA's Environmental Education Team at Losehill Hall is undertaking a major social inclusion initiative focused on black and minority ethnic (BME) communities in Sheffield. Funding will be sought from the Office of the Deputy Prime Minister as part of the major Northern Way regeneration project, in which Sheffield City Council is a key participant (see Northern Way attachment).

The Losehill initiative will build on links established during the first phase of MOSAIC, aiming to create a local example of best practice. A partnership has been formed with Shebeen (Sheffield Black & Ethnic Minority Environmental Network), leading to links with the BME Youth Action Forum in Sheffield (Fir Vale). A group of Forum members aged 12-18 made a residential "fact-finding" visit to the National Park, resulting in a video diary. This will be used to present the Peak District to other young people in Sheffield. Losehill is also considering a similar approach with targeted adults, such as youth workers.

This approach aims to encourage young people to visit and enjoy the National Park under their own steam, not just in organised or hosted visits. The UDV would be an excellent destination for such visits, as it combines a sense of wild countryside with the security of intensive management and various activity

options. Most young visitors would be travelling by bus and would not therefore contribute to traffic congestion in the Valley.

At the same time, hosted visits will continue to be appropriate for some audience sectors. For example, the Northern Refugee Centre's Conversation Club Walking Group, which organises its own unfacilitated visits to the national park, would see an introductory talk from site staff as a very welcome and reassuring element. (This group has not yet visited the UDV but they would like to, as it would suit the different physical abilities of group members.)

The social inclusion initiative also seeks to involve more young people from BME backgrounds in the Youth Ranger Scheme. This programme, begun in 2004 and supported by a £25,000 HLF grant, is targeted at secondary school pupils aged 13 to 15. It has so far focused on towns bordering the National Park (Buxton, Bakewell, Glossop etc) but in 2006 will also extend to youngsters from Sheffield.

The new MFTF Longshaw Classroom Project has recently appointed a project officer who will be undertaking outreach work with priority communities in Sheffield, to raise awareness of the National Park and identify opportunities for community involvement. Outreach specifically related to the UDV would need to be done in close collaboration with the Longshaw-focused work, building on the community links already established. Our consultees believe there is more than enough potential outreach work to fill another full-time post.

We strongly recommend liaison between the UDV project group and Losehill, with a view to focusing on the Valley as a model for outreach followed up by facilitated visits. Reference should also be made to the National Trust's East Midlands social inclusion plan, which lists as one of its aims making the High Peak Estate more accessible to ethnic minorities (6).

We have also noted that BME community members are already starting to visit the UDV of their own accord, and could be encouraged by the provision of specific new facilities such as designated barbecue areas (see Organisational, Cultural & Intellectual Access).

### 3.5.3 Young people

#### **Key findings: Young people**

- Though visitor numbers from this group are very low, some young people may also take part in organised outdoor activities in the area.
- The PDNPA Ranger Service already undertakes some youth involvement work, with which the UDV project could collaborate.

- The National Trust has a central Youth Involvement Team, which supports youth-related projects in Trust properties throughout England and Wales.
- Recruitment of volunteers for the High Peak Estate could be much more proactive in targeting young people.

The very small number of young people in the UDV visitor figures does not give a complete picture of youth recreation in the area. Some young people also have the opportunity to take part in outdoor activities in the area organised by schools, Youth Services, or extra-curricular schemes like the Duke of Edinburgh Award. Many of these activities are residential and use Hagg Farm or Lockerbrook outdoor centres, which accommodate groups from all over the UK. An overview of educational use of the area is given in Appendix 4. However, once young people finish compulsory full-time education, such opportunities become fewer.

The PDNPA Ranger Service is developing a new youth project in collaboration with the Adventure Network, a Sheffield-based not-for-profit organisation. The aim is to widen young people's access to adventure activities in the Peak District, and to enable youngsters from urban and rural backgrounds to experience the outdoors together. A pilot scheme took place in 2005, supported by the PDNPA's Sustainable Development Fund, and involving 100 young people from South and West Yorkshire. Residential sessions were based at Lockerbrook. Participants were sourced through South Yorkshire Connexions, Sheffield Futures and existing contacts. Most participants were aged 14-17 but groups also included young people with physical and learning disabilities, some aged up to 24. Carers and families also participated in the day visits. In 2006, with increased funding, the aim is to offer places to 1,000 young people from the region.

The National Trust has a central Youth Involvement Team, which supports youth-related projects in Trust properties throughout England and Wales, and has involved a significant number of young people from local communities in its innovative "Untold Story" projects. Several such projects are underway in the East Midlands region and are seen as an important mechanism for social inclusion. However, the "Untold Story" approach has so far concentrated on historic buildings and has not been tried in the High Peak Estate.

Of all the UDV partnership agencies, the National Trust is by far the biggest user of volunteers. The High Peak Estate uses 7,000-8,000 volunteer hours a year. Volunteers can be groups or individuals, and are mainly involved in conservation work. The Trust offers residential working holidays, which cost £68 for a week's stay or £38 for a long weekend, with bunkhouse accommodation. The Trust also recruits long-term volunteers who get travel expenses, clothing and training, and are effectively treated like members of staff.

Recruitment of volunteers for the High Peak Estate is not at present proactive or targeted. Working holidays are advertised on the National Trust website, but local

volunteers are often people who know the area or hear about volunteering opportunities by word of mouth. Recruitment is proactive only when a job needs specific skills, such as a recent archaeology survey. However, the East Midlands social inclusion action plan calls for a concerted attempt to recruit more volunteers from socially excluded backgrounds, including young people. The Trust could make a very positive contribution to audience development by translating its own regional policy into local action.

### 3.5.4 Low-income families

#### **Key findings: Low-income families**

- Lack of transport, clothing and equipment make it difficult for people on low incomes to visit the countryside.
- Small amounts of direct financial assistance can make a big difference.
- The PDNPA Sustainable Development Fund can give small grants to the Ranger Service or community groups for this purpose.
- The National Trust intends, as part of its social inclusion policy, to reach this group through school-based activities involving families as well as pupils.

Walking in the Peak District was once a major and much-celebrated Sunday activity for the impoverished industrial workers of the nearby big conurbations. It was largely their enthusiasm and vision that led to the formation of the Ramblers' Association and ultimately to the 1949 National Parks & Access to the Countryside Act. However, the countryside has increasingly become a middle-class preserve, due partly to the decline in rural public transport, though it must be admitted that cultural changes and the growth of low-cost sedentary leisure options have also played a big part.

It is now quite difficult for people on low incomes to visit the countryside. Transport to the area is a particular issue (see Public transport links to the UDV, Appendix 5). Suitable clothing and equipment are also essential items which low-income families may lack. Small amounts of direct financial assistance can make a big difference. The PDNPA Sustainable Development Fund has given small grants to the Ranger Service to buy waterproof clothing and rucksacks for disabled adults and children on Ranger-led activities, and the Northern Refugee Centre's Walking Group has also benefited from small project-related grants. Both these groups, of course, fall into the disability and BME categories as well as being on low incomes.

The PDNPA/Adventure Network project, mentioned above, includes many youngsters from low-income families although the primary focus is their age. We are not aware of any existing connections between UDV managing agencies and community organisations which focus specifically on low-income families



irrespective of age, disability or ethnic status. This is an area that will therefore need more groundwork and is less likely to produce quick results. Organisations working with families in deprived areas, such as SureStart, rarely visit the Peak District countryside, finding it easier to arrange outings to nearby urban parks or country parks.

One way that managing agencies can engage with low-income communities is in the context of schools activities, which can be broadened to involve families as well as pupils. The National Trust has made this approach part of its East Midlands social inclusion plan, with a target of at least 50% of properties involving families of schools they are working with, not just the pupils (5).

### **3.5.5 Recommended provision**

The following actions will enable the managing agencies to engage with priority audiences:

#### **a) Appointment of an Outreach Officer**

Outreach is crucial to the development of links with new audiences. None of the managing agencies at present has the staff capacity to take on this role. The post would need new grant funding, initially for five years. The outreach officer would lead and co-ordinate all activities related to new audiences, including:

- Building a network of contacts with target community groups and organisations in the Sheffield conurbation
- Liaising with community champions identified by MOSAIC
- Giving talks and presentations to community groups
- Liaising with site staff to arrange taster days and hosted visits
- Developing community projects linking group interests to the UDV (eg forest stories from different cultures)
- Establish partnerships with community organisations leading to wider opportunities for volunteering
- Liaise closely with Losehill Hall, the Moorlands Discovery Centre at Longshaw, and on-site staff. This would put the Upper Derwent Valley at the centre of partner agencies' social inclusion work.

Without the above post, site staff would need to take on the work of arranging and hosting "customised" group visits, building on existing work with e.g. the Sheffield Visually Impaired Group. A wider network of potential visiting community groups would need to be identified. However, without the new post or extra staff time allocated, this approach would be under-resourced and the results likely to be piecemeal and patchy. The following actions would represent a minimum level of provision for priority groups:

**b) “Taster days” hosted by on-site staff.**

Target communities would need to be identified and approached. There would need to be close liaison with partner agencies’ existing inclusion work, and with organisations such as the Black Environment Network. This would mean a significant extra workload for site staff, hence our preference for a new post.

**c) Small grants for priority groups**

Small grants would enable these groups to visit and engage with the area. PDNPA’s Sustainable Development Fund has previously allocated small grants to community organisations within the “priority” category. Target communities will need to be made aware that grants are available and may need help with their applications.

**d) Increased volunteering opportunities**

Priority audiences should be targeted within the existing volunteer programmes of relevant partner agencies. This calls for awareness-raising and promotion of volunteering opportunities through partnerships with community organisations, youth services etc. Again, this would add to staff workload unless a new post is created.

### 3.5.6 Costs: Audience development projects (new audiences)

<b>PROJECT: Outreach Officer post</b>	
Description	New grant-funded post, for a fixed term of five years. The Outreach Officer would lead and co-ordinate all activities related to new audiences.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• More people from nationally-identified “priority groups” (people with disabilities, ethnic minorities, young people and low-income families) will know about, visit and appreciate the Upper Derwent Valley and its woodlands.</li> </ul>
Audiences	Priority communities in nearby urban areas
Evaluation	<ul style="list-style-type: none"> <li>• Performance indicators for post (targets for groups contacted, talks given, visits arranged etc)</li> <li>• Priority groups’ participation/satisfaction rates</li> <li>• Regular appraisal of post-holder</li> </ul>
Costs	£177,500 for five-year post (including salary employer NI and accommodation) based on salary rate of £30,000 per year (including NI etc) and an overhead for accommodation and administration etc of £5,500 per year. These figures are based around the precedent of the Moorland discovery Learning Officer based at Losehill Hall.
Notes	This post would make the UDV central to partner agencies’ social inclusion agenda, without greatly increasing the workload of existing staff.

<b>PROJECT: Taster days for priority groups</b>	
Description	Organised group visits to the UDV, hosted by site staff (with optional support from bought-in facilitators), for gentle guided walks, arts-related activities and/or environmental education events.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• More people from nationally-identified “priority groups” (people with disabilities, ethnic minorities, young people and low-income families) will know about, visit and appreciate the Upper Derwent Valley and its woodlands.</li> </ul>
Audiences	Community organisations representing “priority groups” in nearby urban areas
Evaluation	<ul style="list-style-type: none"> <li>• Outreach/liaison targets met</li> <li>• Takeup rate (groups)</li> <li>• Participation rates (individuals per visit)</li> <li>• Participant questionnaire</li> </ul>
Costs	Staff time plus bought-in facilitators @ £150-175 per day
Notes	<ul style="list-style-type: none"> <li>• Outreach Officer would lead this project if new post is created. If not, existing site staff would have to identify and liaise with community groups and arrange visits. Help could be sought from intermediary agencies eg Black Environment Network.</li> <li>• Taster days need to be “bespoke” events for particular groups, not simply advertised as part of public events programme.</li> </ul>

<b>PROJECT: Small grants for priority groups</b>	
Description	Small grants for nationally-identified “priority groups” to enable them to visit and engage with the UDV area, plus related publicity & promotion.
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• More people from nationally-identified “priority groups” (people with disabilities, ethnic minorities, young people and low-income families) will know about, visit and appreciate the Upper Derwent Valley and its woodlands.</li> </ul>
Audiences	Community organisations representing “priority groups” in nearby urban areas
Evaluation	<ul style="list-style-type: none"> <li>• Promotion targets met</li> <li>• Application figures (successful &amp; unsuccessful)</li> <li>• Reports from recipient organisations</li> <li>• Recipient questionnaire</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Suggested fund of £20,000 per annum</li> <li>• Low-cost promotional fliers £200</li> <li>• Considerable staff time to promote &amp; administer awards</li> </ul>
Notes	These awards could possibly be administered as a “UDV special category” within existing grant schemes eg PDNPA’s Sustainable Development Fund (which has previously allocated some small grants to priority groups).

<b>PROJECT: Increased volunteering opportunities for priority groups</b>	
Description	New focus on recruiting volunteers from priority groups, within partner agencies' existing volunteer programmes (eg National Trust).
Outcomes	<ul style="list-style-type: none"> <li>• All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.</li> <li>• More people from nationally-identified "priority groups" (people with disabilities, ethnic minorities, young people and low-income families) will know about, visit and appreciate the Upper Derwent Valley and its woodlands.</li> </ul>
Audiences	"Priority group" communities in nearby urban areas
Evaluation	<ul style="list-style-type: none"> <li>• Liaison/promotion targets met</li> <li>• Recruitment figures</li> <li>• Participant questionnaire</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Staff time</li> <li>• Low-cost promotional fliers £200</li> </ul>
Notes	Needs targeted promotion through liaison with community organisations, youth services etc. Outreach Officer can lead this project if new post is created. Otherwise, will have to be undertaken by staff already involved in volunteer recruitment, with obvious impact on workload.

## **3.6 OTHER KEY ISSUES**

This Audience Development Plan has focused on current audiences and how their involvement with the area could be enhanced, and on a small range of potential new audiences and how their interest could be attracted and retained. Our analysis has allowed us to identify the key outcomes of successful audience development in the UDV and the outputs that will be necessary to make this happen. Three overriding issues also need to be addressed:

### **3.6.1 Improvements to on-site facilities and provision**

It is absolutely essential that UDV is fully accessible and welcoming to new audiences when they get there. Successful audience development therefore depends on effective implementation of the proposals discussed below in our sections on Organisational, Cultural & Intellectual Access and Physical Access (4.0 and 5.0).

### **3.6.2 Closer co-ordination among and within managing agencies**

We have found throughout this study that there is a lack of “joined-up thinking” in relation to access and audience matters. In some instances, the managing agencies have developed thoughtful and innovative policies which are not being applied in practice. In other cases, excellent practical initiatives are carried out, but in a random manner, with no attempt to develop a systematic approach. The collaboration of managing agencies for the purpose of this project could be a real opportunity to share thinking on access and audience policy, and ensure that it is translated into practice.

### **3.6.3 Resource implications**

Our proposals for audience development are essentially qualitative, calling for provision and activities that engage with audiences, enhance appreciation and deepen understanding. This approach allows for few “quick fixes”, and – as the Askins report makes very clear – agencies will need to show their long-term commitment to the process. Much of the necessary work will need input of human resources. This obviously has staffing implications. In some cases, a change of emphasis in existing staff roles may suffice, but we think it is highly likely that new capacity will be needed. For this reason we are proposing the creation of a fixed-term Outreach Officer/Education Officer post.

## **3.7 SUMMARY OF OUTCOMES & OUTPUTS**

### **3.7.1 Audience development outcomes**

Successful audience development focused on the Upper Derwent Valley and its woodlands could mean that in future:

- All visitors will have more and better opportunities to use, enjoy, appreciate and learn about the Upper Derwent woodlands.
- Current visitors, particularly families with children and short-distance “strollers”, will be more aware of the woodlands, make more use of them, and get involved in a range of woodland-related activities.
- More people from nationally-identified “priority groups” (people with disabilities, ethnic minorities, young people and low-income families) will know about, visit and appreciate the Upper Derwent Valley and its woodlands.

### **3.7.2 Audience development outputs**

- Develop a range of new on-site provision (eg woodland trails, self-guide leaflets) designed to help visitors use, appreciate and engage with the woodlands.
- Expand and develop the range of participatory activities and events, including art, craft, drama, nature discovery and archaeology, both for the visiting public and through partnerships with local and catchment-area communities.
- Initiate and co-ordinate outreach work with target communities in the main visitor catchment area, through a new five-year Outreach Officer post.
- Arrange for on-site staff to host “taster days” for organised groups from hard-to-reach communities.
- Allocate grant funding where appropriate to help priority groups visit the Valley.
- Ensure targeted promotion of volunteering opportunities, through partnerships with community organisations, youth services etc.



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## **4.0 ORGANISATIONAL, CULTURAL & INTELLECTUAL ACCESS**

### **4.1 POTENTIAL BARRIERS TO ACCESS**

As well as physical and sensory barriers, access can be limited or prevented by organisational, cultural, intellectual, social, and financial factors. Four sectors of the community have been identified at national level as under-represented in countryside recreation: people with disabilities, ethnic minorities, low-income families and young people aged 16-24. All these groups are likely to be affected by these other kinds of barriers to access, and for many people such factors are far more prohibitive than physical barriers.

People who already visit the countryside may also find that these other barriers have a negative impact on their visit. Non-existent or hard-to-understand information and interpretation can leave visitors lost and confused, prevent them from accessing the full range of options available, and inhibit their appreciation and understanding of the place being visited.

It should be noted that non-physical visitor facilities such as information and interpretation count as “services” under the DDA and have been covered by the law since October 1999 (see Introduction: Legislative & Policy Context). Yet these aspects of access often receive little attention.

### **4.2 AUDIT OF NON-PHYSICAL ACCESS**

We carried out an audit and assessment of non-physical access, covering the following types of provision.

#### **4.2.1 Pre-visit information**

We looked at the main types of information available off-site, namely publicity materials and publications produced by partner agencies, commercially-produced publications, guidance from Tourist Information/Visitor Centres, coverage in print and broadcast media, and relevant websites. Our study was as comprehensive as possible in the time available.

#### **4.2.2 On-site information & interpretation**

This includes signage, notices, interpretation panels and other interpretive fixtures in the Upper Derwent Valley (but not waymarking which is covered in the

physical access audit), as well as the Upper Derwent (Fairholmes) Information Centre. It also includes publications that are distributed only or mainly on-site (e.g. the Upper Derwent Valley: Discover & Enjoy leaflet).

### **4.2.3 Activities and events**

The Upper Derwent Valley has a regular programme of guided walks and other events for the general public, organised and delivered mainly by the PDNPA Ranger Service on behalf of partner agencies. The events are publicised in leaflets produced by PDNPA, STW and the NT, on the PDNPA website, in PDNPA's free newspaper (though this is its last year of publication), and on a same-day basis on A-boards outside the Fairholmes Information Centre.

## **4.3 AUDIT METHODOLOGY**

Non-physical access was audited and assessed in the following ways:

### **4.3.1 Overview of provision**

We undertook a general examination of the main types of provision, making this as comprehensive as the time available allowed. We looked at what is available, who it is produced by, where it can be found, how easy it is to find, what audience(s) it is aimed at, how user-friendly / inclusive it is, what format it is in, how much it costs, and other access considerations (e.g. opening times).

### **4.3.2 Formal critical appraisal**

We carried out a systematic assessment of on-site interpretation using TellTale's appraisal form. This assesses the prominence, content and presentation of each item, allocating scores on a scale of 1 (low) to 4 (high), and tries to identify a key message. The audit form and results are shown in Appendices 6a and 6b.

### **4.3.3 Visitor survey data**

As already mentioned, we had access to data collected in a PDNPA visitor survey at Fairholmes in August 2005. This data gives some indication of the number of visitors for whom barriers to access are a particular issue. It also indicates the main sources of information and guidance used by visitors, and the most common problems encountered by visitors (see Appendix 1).

A broadly similar survey was carried out in 2004-05 by PDNPA on behalf of the Moors for the Future partnership. This collected visitor data at Kings Tree, at the head of the valley, a location generally reached only by more energetic walkers, cyclists, and those who take the weekend shuttle bus. We have been able to see the results of Stage 1 of this survey.

#### **4.3.4 Consultations with site users and interest groups**

We supplemented the PDNPA data with our own on-site sample survey at Fairholmes, carried out in October/November 2005. We interviewed 50 randomly-selected visitors, focusing in greater detail on key aspects of their visit, including sources of information and guidance, problems encountered, motivation, awareness and interests (see Appendix 3). We also consulted a selection of interest groups representing key audience sectors.

#### **4.3.5 Take-up and participation data**

We have also looked at figures, where available, for takeup of products and services, e.g. attendance figures for guided walks and events, or requests for laminated route cards available at Fairholmes.

### **4.4 FINDINGS**

#### **4.4.1 Pre-visit information**

As a matter of policy, managing agencies do not actively publicise or promote the Upper Derwent Valley. The area already attracts large numbers of visitors, most of whom come by car, causing serious congestion at busy times, especially summer Sundays and Bank Holidays, so increased visitor numbers are not seen as desirable. In the sample we extracted from the PDNPA Fairholmes survey, 41% of respondents used no sources of information other than their own knowledge and/or personal recommendation. However, pre-visit information is available in the following forms:

##### **4.4.1.1 Publications and the media**

The PDNPA survey did not distinguish precisely between different kinds of publications, but 33% of visitors in the sample had consulted a guidebook, leaflet

or holiday brochure. Our own on-site interviews established which publications were used, down to the exact title.

The publications most likely to be consulted pre-visit are collections of different walk routes in the Peak District. In our own survey 12% of respondents had brought such books along with them. A list of available titles, all containing at least one walk in the Upper Derwent Valley, is given in Appendix 7. These publications are generally aimed at, and used by, keen walkers. They can seem quite opaque and intimidating to the novice countryside visitor. One visitor group we interviewed had tried and failed to follow a route described in a book.

The other most widely available pre-visit publications are of a promotional nature but cover a much wider area than the Upper Derwent Valley. These include the PDNPA free newspaper, the *What's On* leaflet published by PDNPA and local authority partners, Severn Trent Water's seasonal events leaflets (covering all STW visitor sites and available in Braille and large print), and the National Trust's *Discover your Peak District* leaflet which includes general information, events listings, walk routes and maps. However, the Valley is barely mentioned in these publications, except as the location for some of the listed events.

The free annual *Peak District Visitor Guide* provides tourist information and generally includes images of and references to the Upper Derwent Valley. This publication is explicitly aimed at staying visitors. PDNPA's free newspaper, which has a print run of 100,000, is to be discontinued and replaced with *Park Life*, a newsletter primarily for National Park residents, with a print run of 20,000. As the old newspaper was distributed outside the National Park boundaries, this may mean less information reaching current and potential Upper Derwent visitors who live in nearby conurbations.

Magazine or newspaper articles were mentioned as a source of information about the Valley by two people in the PDNPA survey and one of our interviewees. Broadcast media were not mentioned in either survey. The media does not therefore seem a significant source of information about the Valley.

#### **4.4.1.2 Visitor and information centres**

PDNPA has a policy of not displaying information about the Upper Derwent in its visitor / information centres outside the Valley. Such information is available only on request. Even so, 18% of the PDNPA sample surveyed in August said they had obtained information from a tourist information centre (though we do not know if these were PDNPA or local authority-run TICs). None of our own interviewees had used a TIC, though as our survey was conducted outside the main holiday season, this may not be surprising.

#### **4.4.1.3 The internet**

The internet was used as a source of pre-visit information by 9% of the PDNPA August respondents, but by only 2% of our autumn interviewees. This must reflect the greater number of holidaymakers visiting the Valley in August, and using the internet to find out about the area beforehand. In general, though, internet use seems surprisingly low among Upper Derwent visitors.

We conducted a web-search for information about the Upper Derwent Valley, using three popular search engines and a variety of key words (including Ladybower, Howden, Fairholmes etc). PDNPA web-pages were quite prominent. Some have an educational rather than visitor slant, but they include the “access4all” page, which gives clear information in large type about parking, gradient, surfaces and easy-access paths. Several commercial and/or tourism-focused websites were also prominent. Results of the websearch are shown in Appendix 8.

#### **4.4.2 On-site information and interpretation**

##### **4.4.2.1 Signage, notices and panels**

Most people begin their visit to the Upper Derwent Valley somewhere near a sign, notice or panel. The two main car parks, Fairholmes and Heatherdene, both have directional and welcome signage and interpretation panels, while Fairholmes also has various notices and information boards relating to cycle hire, the shuttle bus, the café etc. There are wooden location signs in the small car parks along the western shore of Ladybower Reservoir, and interpretation panels in or near three of them. Other signs and panels are scattered in various places throughout the valley.

The information conveyed in this way is strongly text-based, especially some of the older panels. There is little opportunity to use alternative senses. Fairholmes has an attractive “totem pole” carved with species found in the valley, but it is too tall to be a tactile resource and is in any case decaying. The Quiet Woodland Walk just north of Fairholmes features carved wooden “mushrooms”, but these are not integrated into any interpretive scheme and the walk itself is poorly signposted and little used.

Recently improved waymarking has probably boosted use of the three “colour-coded” routes starting at Fairholmes, used by 24% of visitors in our interviews. However, promotion of these routes is restricted to a panel opposite the Information Centre and the poorly-displayed Upper Derwent Valley: Discover &

Enjoy leaflet (see 4.2.5). Two other short woodland paths, the Easy Access Path and Old Railway Line, are mentioned in a sub-section of this panel, but there are no details about the nature or length of these routes.

The weekend bus up to King's Tree is advertised by an A-board outside the Information Centre. The bus ride offers an opportunity to explore a different part of the valley without walking many extra miles, but there is no information on the A-board, nor at the bus-stop or on the bus, about where to go when you reach King's Tree. This is another example of a facility being physically present but not intellectually accessible.

Although the PDNP survey did not explore people's use of fixed interpretation, our own survey found that 32% of respondents had looked at panels, making this the second most popular source of information (after maps).

#### **4.4.2.2 Formal appraisal of interpretive panels**

Our formal appraisal covered interpretation panels at Fairholmes and along the shores of the three reservoirs. We also looked at, but did not formally score, the new panels about to be installed at Heatherdene.

Though all the panels are text-based, they vary hugely in intellectual accessibility. Some, including the older STW panels and some of panels in the shelter at Fairholmes, are extremely text-heavy, with little use of text hierarchy and a reading age of over 18. (It should be noted that 12 is the recommended reading age for text in recreational situations). Some of the more recent panels make good use of pictures and have a more accessible language register, but tend to be "educational" in style to an extent that is occasionally patronising (e.g. "Can you see where farmers live today?").

Not a single panel in the Valley fully meets BT Countryside for All / Fieldfare Trust guidelines for text size, text clarity, colour contrast etc. The cluster of panels opposite the café at Fairholmes contains some particularly bad examples, almost impossible for people with slight visual impairment to read. For example, the "Diversity of life" panel has the entire text printed over a half-tone, using very wide lines and long paragraphs. Our assessment scores for each panel are presented in tabular form in Appendix 6b.

#### **4.4.2.3 Upper Derwent Information Centre**

The Information Centre at Fairholmes was visited by over 48,000 people in the year 2004-05 and nearly 46,000 the previous year. Its opening hours are 9.30 to 5.30 from 1 April (or Easter if earlier) and 31 October, with reduced opening

times in winter, currently 9.30 to 4.30 at weekends. The Centre is experimenting with shorter winter weekday hours (11.00 to 3.30). This is tailored to fit in with visitor demand, and so is unlikely to affect organisational accessibility.

The Centre's chief asset is its staff, who are helpful and resourceful in dealing with visitor needs and enquiries. However the Centre itself is small, cramped and badly laid out, and the interpretive display falls far short of basic accessibility standards. The Hope Valley Access Group, a local community organisation representing people with disabilities, recently carried out an access audit of the Centre in collaboration with PDNPA (1). Their criticisms included poor colour contrast on panels, inappropriate revolving panels, and lack of any audio, Braille or hearing enhancement facility.

There is no obvious attempt to present inclusive images and messages (for example, visual representations of mixed-ability visitors enjoying the Valley) and there is no information in languages other than English. In her report on ethnic minorities' perception and use of the Peak District and North York Moors National Parks (2), Kye Askins notes that while language is generally not a major factor preventing access, "a little translation goes a long way".

#### 4.4.2.4 Publications

There are three free leaflets specifically about the Upper Derwent Valley, and one covering a slightly wider area. These are generally picked up by visitors on site, rather than obtained in advance. Unlike the PDNPA survey, our interviews identified exactly which leaflets people were using. A list of these leaflets with descriptions can be found in Appendix 9. Our main findings are as follows:

- The *Upper Derwent Valley: Discover & Enjoy* leaflet is displayed solely at Fairholmes as a matter of policy, and elsewhere is available only on request. This leaflet is produced by the four main managing agencies (PDNPA, STW, National Trust and Forestry Commission) and contains a useful range of information, walk routes and maps, with strong management messages. However, in trying to cover so much, it uses a type size well below accessibility standards. Take-up of this leaflet seems low, with only 6% of visitors in our sample using it. This is not really surprising, as it is inconspicuously displayed in a multi-leaflet rack alongside a wide range of other leaflets, with nothing to suggest it is an "essential guide" to the Valley.
- The Nest Watch leaflet about birds of prey, *Hunters of the Valley*, is also available from the leaflet rack in the Fairholmes Information Centre. Though written in a style intended to arouse interest, it is visually very substandard, with small print, poor colour contrast (purple on mauve) and monochrome pictures which would not enable most people to identify a raptor.



- The single-sheet *Where can I cycle?* leaflet seems to be available only at the Fairholmes Cycle Hire base and is therefore not accessed by those cyclists who bring their own bikes. Its print is far too small and in places reversed-out (white on darker background) making it very hard for people with any kind of visual impairment to read.
- A slightly wider area is covered in the National Trust's leaflet *Explore the High Peak Estate*. This is distributed in remote leaflet dispensers as well as in the Information Centre, and 6% of visitors in our sample were using it. It has attractive illustrations but very poor readability (small type, "handwritten" style font, poor contrast etc).
- An A4 laminated guide to the three recently-improved colour-coded waymarked trails is available from the Fairholmes Visitor Centre, on a borrow-and-return basis. Takeup is around 50 requests a month.

It should also be noted that 43% of the PDNPA sample (54% in our own survey) used maps. It is not part of our remit to address the accessibility or otherwise of Ordnance Survey maps, but it is worth noting that the PDNPA Ranger Service runs basic navigation and map-reading courses for the public, free of charge. This is a commendable attempt to broaden the base of people who understand maps. However, although we do not have participant profile data for these events, we would be surprised if they attract people from hard-to-reach groups.

### **4.4.3 Guided walks and events**

A regular annual programme of guided walks and other events is organised and delivered by the PDNPA Ranger Service in partnership with STW, the National Trust and the Forestry Commission. Walks and events are advertised mainly in PDNPA and STW promotional literature; those with direct National Trust involvement (just three in 2005) are also listed in the NT's *Discover your Peak District* leaflet (see 4.1.1). Additional walks are often arranged at short notice, mainly on Sundays, and advertised on an A-board outside the Fairholmes Information Centre.

#### **4.4.3.1 Types of event**

In 2005 there were 33 pre-arranged events, including two publicised only in STW and NT leaflets. They ranged from 12-mile walks with steep ascents, to family activities based at Fairholmes. Of these events, 21 (64%) involved walks of 5 miles or over, three were shorter walks with a nature study focus and three were

navigation training. Four were activities (including a children's fun day) and two were static raptor watches at Derwent Dam.

The projected programme for 2006 lists 27 events, of which 15 (56%) are walks of 5 miles or over, three are shorter walks, four are navigation training, three are activities and two are raptor watches.

#### **4.4.3.2 Diversifying the programme**

The PDNPA Ranger Service is trying to diversify the events programme, moving away from the emphasis on long walks. This is a trend we would support and encourage, but would like to see it go much further. At present, only the Fairholmes-based activities and the static raptor watches are fully accessible to the less mobile. In the 2006 programme, more walks are categorised as suitable for families, but these include items such as "Walls, woods & water" (a 7-mile walk looking at how the landscape has changed), "Dam builders and dam busters" (a 7-mile walk to Birchinlee), and a walk listed as suitable for children over 10. We would question to what extent such walks really will appeal to families with children, as the distances seem very long for most youngsters, and we wonder whether this is a case of "re-labelling" without real change!

Making guided walks and events more accessible to a wider range of audiences usually means a complete overhaul of the programme, leading to substantial changes in structure, content and delivery. There needs to be new emphasis on, for example, interactivity and the doing-looking-listening ratio. This usually also involves a programme of retraining and continuing support for event leaders.

#### **4.4.3.3 Monitoring and evaluation**

In 2005, PDNP held 29 Ranger-led walks for the general public, attracting a total of 371 people. This is an average attendance of 13 people per walk. These attendance figures are only available as gross numbers of participants, with no breakdown by age, gender, ethnicity, frequency of participation, or other profile categories. Only National Trust events involve the use of feedback cards, which establish age and postcode, but there are very few such events in the UDV.

The PDNP visitor surveys do not identify event participants, as the tick-box option combines "attending an event" with "visiting an attraction or place of interest" (the combined total is 6%). In our own interviews, 20% of respondents expressed an interest in family events, 18% in guided walks and 14% in art or craft workshops. If the aim is to reach a wider audience it is essential to collect participant profile data. We also recommend evaluating not just satisfaction rates (which invariably

produce a positive result) but more complex aspects of participant response, including learning, emotional and behavioural outcomes (3).

## **4.5 BARRIERS TO ACCESS AND GAPS IN PROVISION**

In the light of these findings, the main barriers to access can be summarised as follows:

### **4.5.1 Lack of pre-visit information**

We appreciate that the absence of pre-visit information is to a large extent deliberate, to avoid any increase in visitor numbers. However, the lack of information must necessarily be a barrier to access for priority audiences. The Askins report identified lack of knowledge about National Parks as the greatest barrier facing ethnic minority audiences. This included not knowing what people are allowed to do in National Parks (whether there are certain rules and what these may be) and not knowing what facilities and activities are available (parking, toilets and activities for children in particular). Equally, people with disabilities need to know what facilities are available for them.

The Upper Derwent Valley has very low percentages of visitors in both these two audience categories (less than 2% are from ethnic minorities, 2.6% consider themselves to have a problem with mobility, and 7.1% identify themselves as having some kind of longstanding illness, health problem or disability). We suggest that pre-visit information should be targeted at priority groups, partly through outreach work (see 3.5.5) but also through selected media (eg websites, magazines) catering primarily for these audiences.

### **4.5.2 Shortcomings in on-site provision**

The initial visitor experience of the Upper Derwent Valley can be disorienting and confusing. There is no obvious and immediate guidance about where to go and what to see in the Valley. Some existing facilities, including easy woodland walks and longer routes made more accessible by bus, are not promoted. There are areas of information overload, for example the cluster of panels opposite the Fairholmes Information Centre.

There seems a particularly obvious lack of promotion, information or guidance in relation to the Upper Derwent woodlands, apart from the three colour-coded walks already mentioned. The three other short woodland routes (Quiet Woodland Walk, Easy Access Path and Old Railway Line) are mentioned

fleetingly in small type on one panel, with no details about the nature or length of these routes.

Signage and interpretation are heavily text-based. Interpretation panels vary in style and accessibility. Some are extremely inaccessible in terms of language, design or both. There is no information provision in alternative forms such as Braille or audio, and no non-visual interpretive provision such as sensory trails. The most relevant leaflets are hard to find and do not meet stylistic accessibility guidelines. The Information Centre is small, cramped and sub-standard in terms of accessibility, notwithstanding its excellent staff.

The barriers to cultural inclusion identified in the Askins Report also apply. There are no non-white-faces in promotion and publications, no use of other languages, and no inclusive narratives. The heavy emphasis on English text, which is in any case inappropriate for recreational audiences, particularly excludes non-native English speakers.

New on-site facilities such as barbecue areas could have a very positive impact on cultural inclusion. Countryside barbecues are a very popular family leisure activity among many black and minority ethnic communities, and Country Parks are increasingly creating designated areas for this purpose. We know from anecdotal evidence that barbecues already take place in the UDV, in or near Fairholmes and Heatherdene car parks. Setting aside designated areas with proper facilities would not only make visiting Asian families feel welcome, but would also afford greater protection of the surrounding woodland.

### **4.5.3 Traditional approach to activities and events**

Despite the moves towards diversification, we feel that the activities and events programme is still too “traditional” and walk-dominated. There are too few events aimed at families with children (bearing in mind that 20% of our respondents expressed an interest in these), the less mobile, and those not already interested in conservation, wildlife and/or history.

Though we do not have participant profiles, anecdotal evidence suggests that most guided walk participants are middle-aged or older, well-educated and reasonably well-off. Many individuals participate in guided walks on a regular basis, and get to know each other. This creates a “closed loop”, in which event leaders do not expect participants to be newcomers to countryside recreation, and therefore the content and delivery of events is pitched at a level inaccessible to newcomers. We therefore recommend a strategic review of the programme and its audiences.

## 4.6 DEVELOPING BETTER ACCESS

### 4.6.1 Key objectives

The key objectives for developing better organisational, cultural and intellectual access should be:

- The Upper Derwent Valley, and especially its woodlands, should be accessible and welcoming to visitors of all abilities, ages, financial circumstances, social/cultural backgrounds and ethnic origins.
- Managing agencies need to develop and implement common strategies to ensure that best-practice guidelines on access and inclusion (including their own organisational policies) are delivered on the ground.
- Pre-visit information should be clear, helpful and appropriately distributed, especially to novice countryside visitors and hard-to-reach groups, enabling them to plan a visit or step up their level of involvement. The aim is not an increase in visitor numbers, but better-informed visitors.
- On-site signage, information and interpretation should be well-planned, coherent, helpful to visitors and meet best-practice accessibility guidelines.
- Activities and events need to be more diverse, broad-based, accessible and inclusive, with particular attention paid to attracting target groups.
- Some new facilities and services should be aimed specifically at key target audience groups, though many of these will also serve to enhance the visitor experience for everyone.

### 4.6.2 Recommended actions

Identifying and removing “non-physical” barriers to access goes hand-in-hand with audience development, and in some cases our recommendations overlap. However, the action points below focus on how managing agencies can improve current provision.

**a) Draw up an accessibility code of practice**, in line with BT Countryside for All / Fieldfare Trust standards and Plain English guidelines. This should include, wherever possible, use of media that people can touch, hear or smell, as well as Braille and large print alternatives. There should be “Welcome” signs in several languages, and any photographs of visitors used in publications or exhibitions should represent a mix of different abilities and different ethnic origins. The code should be agreed and supported by all partner agencies and applied rigorously to all future information, interpretation and publications, whether produced by partners, outside contractors or community groups.

**b) Review pre-visit information** and explore how it could be made more accessible to target audiences, while avoiding indiscriminate publicity. Careful

targeting will result in better-informed visitors, rather than an increase in visitor numbers.

**c) Review on-site signage and information** in terms of distribution, location, content and style. On-site provision to be assessed and where necessary replaced, so that all guidance for visitors is well-planned, coherent, user-friendly and meets best-practice accessibility guidelines.

**d) Review accessibility of on-site interpretation** as part of ongoing PDNPA interpretation assets audit, and agree priorities for renewal/replacement of on-site fixtures. This should include an overhaul of interpretation in the Fairholmes Visitor Centre, with the emphasis on access for all.

**e) Review all publications** produced by managing agencies, and agree priorities for new and revised leaflets, along with better on-site promotion and display of the most relevant literature.

**f) Review guided walks and events**, including their intellectual and cultural accessibility, with a view to developing a more diverse programme. This would include more events aimed at specific target audiences such as families with children. Future evaluation of walks and events should aim to explore more complex issues, such as what messages people get from any given event, and what kind of people participate in events.]

**g) Create new targeted on-site facilities** such as woodland discovery trails and easy-access routes. Though aimed specifically at key audience groups, these will enhance the visitor experience for everyone. We also recommend safe, designated barbecue areas, to manage and support this recreational activity which is already carried out in the Valley by some priority groups. Designated areas with proper facilities would not only make this audience feel welcome, but would also afford greater protection of the surrounding woodland.

### 4.6.3 Costs: “Non physical” access projects

<b>PROJECT: Accessibility Code of Practice</b>	
Description	Good practice guidelines agreed and supported by all partner agencies, in line with BT Countryside for All / Fieldfare Trust standards and Plain English guidelines.
Outcomes	<ul style="list-style-type: none"> <li>• The area will be accessible and welcoming to visitors of all abilities, ages, financial circumstances, social/cultural backgrounds and ethnic origins.</li> <li>• All information, interpretation, publications, guided walks, events and on-site facilities will exemplify best-practice accessibility guidelines, in line with managing agencies’ own organisational policies.</li> </ul>
Audience	<ul style="list-style-type: none"> <li>• <i>Direct:</i> Staff of partner agencies, consultants, contractors and community groups involved in provision of information &amp; interpretation.</li> <li>• <i>Indirect:</i> All end users of information &amp; interpretation, including those from “priority groups”.</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Formative evaluation with sample of end users and/or user representative organisations (eg Hope Valley Access Group)</li> <li>• Performance monitoring of information &amp; interpretation providers incl consultants &amp; contractors.</li> </ul>
Costs	<ul style="list-style-type: none"> <li>• Specialist consultancy £300 - £400 per day.</li> </ul>
Notes	Though we recommend advisory input from specialist consultants, the Code must be fully “owned” by partner agencies and will therefore involve considerable staff time to discuss, develop and finalise it.

<b>PROJECT: Review of existing provision</b>	
Description	<p>Systematic and detailed assessment of existing provision, compared against Accessibility Code of Practice, covering:</p> <ul style="list-style-type: none"> <li>• Pre-visit information</li> <li>• Signage &amp; visitor information</li> <li>• On-site interpretation</li> <li>• Publications</li> <li>• Guided walks &amp; events</li> </ul>
Outcomes	<ul style="list-style-type: none"> <li>• The area will be accessible and welcoming to visitors of all abilities, ages, financial circumstances, social/cultural backgrounds and ethnic origins.</li> <li>• All information, interpretation, publications, guided walks, events and on-site facilities will exemplify best-practice accessibility guidelines, in line with managing agencies' own organisational policies.</li> </ul>
Audience	<ul style="list-style-type: none"> <li>• <i>Direct</i> : Staff of partner agencies</li> <li>• <i>Indirect</i>: All end users of information &amp; interpretation, including those from "priority groups".</li> </ul>
Evaluation	<p>The review is itself an evaluation project, and will need to use a range of evaluative techniques</p>
Costs	<ul style="list-style-type: none"> <li>• Specialist consultancy £300 - £400 per day.</li> </ul>
Notes	<p>We recommend input from specialist consultants, especially those with expertise in disability &amp; multicultural issues. Local representative organisations (eg Hope Valley Access Group, Sheffield Visually Impaired Group) should also be involved (cf existing audit of Visitor Centre by HVAG). However, this exercise will also need a commitment of staff time from partner agencies.</p>



## **4.7 EDUCATIONAL PROVISION IN THE VALLEY**

### **4.7.1 Current usage**

The Valley is already heavily used for field trips by secondary schools and university groups. It appears to be relatively little used by primary schools mainly due to the constraints of travel time and the short length of the school day and the fact that there are many more accessible sites elsewhere in the National Park. Secondary schools seem to use it either for topic based field trips or for cycle trips after exams or with special needs groups. Appendix 4 summarises what is known about current usage. Much of this activity is co-ordinated through Losehill Hall, Lockerbrook Outdoor Centre and Hagg Farm Study Centre.

Observations show that there are considerable numbers of visits by secondary schools who come to the valley by themselves without contacting any of these organisations, the landowners, the visitor centre or the rangers. It appears that many of these schools have been visiting for many years and know what they want to do and where they want to go. As a result they turn up by bus or minibus, park, do their activity and go away again. Unfortunately, apart from the two student studies quoted in Appendix 4, there is very little information about the requirements of these self-organised groups.

The list of potential projects suggested by the Steering Group for consideration at the outset of this study included the development of an education room in the valley and the appointment of an Education Officer for the valley. Having reviewed the existing information about educational usage in the valley and spoken individually to all the key players in this field, it was agreed that the best way of considering these proposals was to call a round table meeting of these key players.

### **4.7.2 Recommendations**

This meeting recommended the following:

#### **a) Amount of usage**

The current level of educational use is acceptable and does not seem to be causing major management issues at present. The objective is not to attract more educational groups to the valley, except from the priority target groups identified in 4.1. It would however be useful to establish greater contact with the self organised groups in order to gain a better understanding of their needs, and to be able to inform them of what materials are available, communicate key

messages about the National Park and to influence them over the best areas of the valley to use. It is recommended that a more detailed survey is carried out of these users in order to facilitate this work.

### **b) Education room**

At present there is no evidence to suggest that there is enough demand to warrant the scale of investment required for the development of an Education Room in the valley. At present most groups are coming to get out of the class room and into the environment. This should be strongly encouraged. The practitioners who currently lead educational visits in the valley felt that it would be more appropriate to use temporary shelters such as parachutes and meeting areas formed by circles of logs in the woodlands than to develop another classroom. Permanent covered shelters were also not appropriate or necessary. Adequate toilet facilities and parking are available at Heatherdene and Fairholmes. It was also felt that everyone should see and learn from how the new educational facilities at Longshaw and the Edale Moorlands Centre are used in practice.

In order to encourage more primary school usage, it was agreed that some limited indoor facilities would be helpful. This could be achieved by upgrading the facilities at St Henry's Hall (including disabled access, disabled toilets and parking for a coach or minibuses).

### **c) Education Officer / Outreach Officer**

There is a need for somebody to carry out the following activities:

- Update the education pack with up-to-date case studies on the Valley.
- Help develop a web site (or section of an existing web site e.g. Losehill Hall) or CD Rom for educational users of the valley.
- Ensure better cross-promotion of educational use of Castleton and the Upper Derwent (many schools already do combined trips to both sites).
- Help establish better contact with the self organised visiting groups.
- Develop materials for use by school groups using the cycle hire facilities at Fairholmes (eg recommended routes and things to see / do en-route).
- Work with groups visiting the valley (having face to face contact with people on the ground is crucial)
- Establish better links with local schools.

However this does not justify a full time post in its own right. It was agreed that instead of having a fully dedicated education officer post, it would be more useful to have a more flexible post of Outreach Officer (see 3.5.5). This person's role would be to carry out essential outreach work with the priority groups identified in 3.4 and to carry out the education work outlined above.

#### **d) Co-ordination of educational work in the Valley**

At present there is no regular forum to bring together those working in education in the valley. It was agreed that it would be very useful to set up ongoing meetings of all the key players once or twice a year to compare notes, develop ideas and co-ordinate provision. It was also recommended that there should be a formal representative from this educational forum who attends the main steering group for the management of the valley.

### **4.8 SUMMARY OF OUTCOMES & OUTPUTS**

#### **4.8.1 “Non-physical” access outcomes**

Improvements in “non-physical” access focused on the Upper Derwent Valley and its woodlands could mean that in future:

- The area will be accessible and welcoming to visitors of all abilities, ages, financial circumstances, social/cultural backgrounds and ethnic origins.
- All information, interpretation, publications, guided walks, events and on-site facilities will exemplify best-practice accessibility guidelines, in line with managing agencies’ own organisational policies.
- There will be better co-ordination of educational visits to the valley and provision of up to date educational materials.

#### **4.8.2 “Non-physical” access outputs**

- An accessibility code of practice covering all on-site information, interpretation and events.
- Systematic review of all existing provision, leading to amendment and development to bring it in to line with the accessibility code.
- Some on-site provision specifically aimed at key target audiences (e.g. children’s discovery trails, wheelchair-accessible routes, sensory trails, barbecue areas).
- Greater contact with and management of self organised independent educational groups visiting the valley.
- Review and updating of education materials for the valley.

## REFERENCES

- (1) Hope Valley Access Group: Access Audit of Fairholmes Visitor Centre
- (2) Kye Askins, University of Durham: *Visible Communities' use and perceptions of the North York Moors and Peak District National Parks: a policy guidance document for National Park Authorities*, September 2004.
- (3) Margi Bryant & Susan Evans: *Walking back to happiness*, Interpretation 6:2 Spring 2001

## **5.0 PHYSICAL ACCESS**

### **5.1 AUDIT OF CURRENT PHYSICAL ACCESS**

#### **5.1.1 Survey methodology**

The examination of physical access in the Upper Derwent Valley (UDV) began with an extensive literature search and review of all available maps, guidebooks and leaflets, as well as relevant web sites. The area was then explored on the ground in considerable detail, and from the perspective of different users. Public rights of way and concessionary routes were walked (and in some cases cycled) to appraise how far and how effectively each group benefited from current access provision.

The relationship of the newly-designated Access Land, for the most part covering the open moors above the valley, to the woodland and lower tracks and roads, car parks and bus stops, was appraised to see whether there were sufficient access points and how well these were promoted and used. The condition of path furniture and waymarking was checked, and the distribution of signs and notices evaluated to judge their usefulness or otherwise. In terms of bridleways and concessionary cycling and horse-riding routes, factors such as gradient and surface were examined to see whether they presented a barrier to specific users; and just as importantly whether the overall network of routes was logical and effective. Of particular note was where real or potential conflict between different users appeared to exist, and also the dangers where these routes met or crossed main roads (in particular, the A57).

The provision of access for people with disabilities was looked at, especially the main tracks around the reservoirs and the woodland in the Fairholmes and Heatherdene areas. Note was made of issues such as width of track, gradient, type of surface, gates and steps, and so on, as well as access from car parking points and the overall quality of the experience on offer.

Existing waymarked routes, such as the Thornhill and Touchstone Trails, were walked to explore the relationship of the Upper Derwent area with local communities; and, of course, the potential of greater access into the woodland surrounding the reservoirs was assessed by examining presently unmarked forest rides and (where safe and permitted) newly-felled areas.

## 5.1.2 Findings: access, extent and availability

### 5.1.2.1 Overview and summary

Overall physical access in the Upper Derwent Valley is reasonably good, given the limiting nature of the terrain (narrow, steep-sided valleys dominated by water and woodland and surrounded by rough open moors), the present paucity of public transport and the relatively few roads into the area. The fact that access is well developed is due in no small part to the high levels of visitors throughout the year and the generally welcoming and thoughtful approach adopted by the bodies overseeing land management.

However, access provision varies in depth and quality depending on the types of user.

- **Walkers** are well catered for, whether they choose to stroll along the waterside paths or tackle some of the more ambitious routes out on to open access land above the valley.
- **Cyclists** can also enjoy some long and scenic tracks around the reservoirs and, to an extent, through some of the woodland, although their options for 'off-road' routes are currently limited.
- **Horse-riders** have a narrower range still, both in the availability of suitable routes into as well as throughout the actual UDV, with some bridleways too difficult to negotiate.

Despite this generally positive situation, the actual woodland of the UDV is at present not integral to physical access and recreation. Users either tend to pass quickly through en route to the high and open land beyond, or else treat the woodland as a backdrop or a barrier by sticking to the popular waterside routes.

However, in contrast to the exposed and often fragile moor and blanket bog surrounding the valley, the woods offer a far more robust habitat, with a much higher carrying capacity in terms of intensive recreational use. Scope exists for encouraging greater access both into and through the plantations in the main Derwent valley, in particular, although there is a strong argument for leaving specific areas such as the Alport Valley deliberately quiet and 'undeveloped'.

Encouraging greater access to woodland areas within the UDV would have a significant benefit to all recreational users. It would allow walkers to explore new parts of the valley and enjoy new habitats and viewpoints, but in particular offer opportunities for those groups with specific demands, such as mountain bikers, horse-riders, orienteering groups, dog-walkers and so on. The woodlands of the

UDV present key recreational opportunities, but these are presently under-exploited.

A key aim in developing greater woodland access must be to provide specific routes for **people with disabilities**, a group not especially well catered for at present. Despite the challenging topography, there is considerable scope for creating better access for the less mobile, family groups, and so on, especially in the vicinity of the main visitor centre at Fairholmes and around Heatherdene, and the lower woodlands around reservoir edges offer the perfect chance for creative and innovative access such as sensory trails.

### **5.1.2.2 Access for walkers**

The UDV is justly popular with walkers. In crude terms, they divide into those that park at the likes of Fairholmes or Heatherdene and don't get much beyond feeding the ducks and perhaps a visit to the dam, and the more experienced and hardy types who pull on walking boots and rucksack and head for the open moors. In other words, those that *stay in the valley* and those whose aim is to *head immediately out*. The UDV's enduring popularity is that it caters for both groups.

#### **Low-level easy walks**

The casual visitors inevitably stick to the easy and straightforward, low-level routes near the car parks. There are some obvious and well-walked paths around the dams in particular, but despite new signage around Fairholmes it sometimes appears half-hearted (eg the solitary notice for the 'Quiet Woodland Walk') and opportunities missed (eg the currently unpublicised and unwaymarked route through the woods behind Heatherdene). There appears to be no clear rationale to the paths and cycling/walking routes in the area around Fairholmes and the Derwent Dam.

#### **Waymarked walking trails**

There are a few waymarked walking trails, such as the red, black and green routes through the wooded hillside above Fairholmes and detailed in a free leaflet ('The Upper Derwent Valley – discover and enjoy'); and the Forestry Commission's blue and white trails at the head of the Woodlands Valley. But they are limited not just in number but in scope. For instance, small-scale and selective felling could open up new and attractive views of the valley (especially for walkers descending the black route) which would improve the trail immeasurably; while the noticeboard maps to the two FC trails at Lady Clough give no indication of length or difficulty, and at the time of writing the blue route is actually closed due to a defective footbridge.

### **Educational visits**

In terms of greater access to woodland, there are two nature reserves in the area that have significant potential as educational resources. Priddock Wood and Ladybower Wood are both managed by Derbyshire Wildlife Trust, and represent some of the last remaining semi-natural ancient woodland in the valley. Priddock Wood is a short walk from Heatherdene car park, but at present access is by permit only. Half a mile away, on the steep hillside behind the Ladybower Inn, is Ladybower Wood. A public bridleway runs along its walled lower boundary, and entry into the reserve is currently discouraged. However, a discreetly placed access point would provide a straightforward means of entry from the public right of way, and the steep and wooded terrain would probably discourage most casual visitors.

### **Access points and access land**

For those walkers heading out of the UDV for the open hills and moors, the provision of access points on the boundary of designated access land (often at the upper woodland fringe) would seem to be by and large adequate. Many are where existing rights of way cross on to access land, while others have been put in at common sense locations by the Peak District National Park rangers and National Trust wardens. If new routes through woodland on to the moors were opened up then new access points would obviously follow. However, there are some access points that appear neither publicised nor promoted, despite proximity to a major car park/bus stop (eg on to Bamford Moor from the woods above Heatherdene); while others are little-used due to their inaccessible or currently unfavourable location (eg the access point beside the A57 below Two Thorne Fields Farm in Woodlands Valley).

### **Organised events**

Enhanced access into the Upper Derwent Valley woodland could also be one answer for dealing with the mostly unmet demand for organised outdoor sporting contests. In the past, some events such as challenge walks have caused significant environmental problems in the Dark Peak area, including erosion to paths and groughs and serious parking/traffic problems. In order to regulate mass participation outdoor competitions an 'Events Clearance System' has been put in place by UDV land managers, and it seems to be quite effective. However, since woodland is generally more robust at supporting recreational activities than, say, open moorland (and especially blanket bog), this could be an area to be developed. Any potential route or course would have to be judged on its sustainability, and parking limitations and public transport access would necessarily dictate an upper limit on the number of participants.

### **Orienteering courses**

Perhaps more feasible and manageable than ad hoc mass events is the establishment of a number of permanent orienteering courses through UDV woodland. These self-guided trails would be aimed at individuals, families and



small groups, who would collect a sheet of coordinates from an information centre such as Fairholmes and then explore the trails at their leisure. The courses can vary in grade and length, with shorter trails for beginners, children and disabled users. They can even be themed to tie in with local flora and fauna, etc. One possible location is the Forestry Commission's Lockerbrook plantation, since it is accessible from Fairholmes and bordered by well-used bridleways.

### **Signage and path furniture**

As far as general signage and path furniture is concerned, it is mostly of a good standard and is clearly being upgraded and replaced on a regular basis. Wherever possible, kissing gates are being installed in place of stiles to allow easier access. The condition of path furniture is subject to annual monitoring by the likes of the National Park Rangers and National Trust staff, with a programme of modification, replacement or removal as appropriate. There is evident cooperation on reporting between these partners and the arrangement appears to work well.

### **5.1.2.3 Access for cyclists**

Cycling is already very popular in the UDV, for in addition to the cycle hire centre at Fairholmes plenty of people bring their own bikes with them to explore the valley. The main routes are outlined in a free leaflet ('Cycle routes in the Upper Derwent Valley') which shows bridleways, concessionary routes and short linking road sections.

#### **a) Cycling in the valley**

The classic route around Derwent and Howden Reservoirs is well-used, and likewise the track along Ladybower's eastern shore to the car parking area at Ashopton is very popular. With the surfaced road beyond Fairholmes closed to vehicular traffic at weekends and Bank Holidays, this stretch in particular is ideal for families and novice riders. Indeed, Peak Cycle Hire at Fairholmes does a brisk trade during the main season, with overall figures of rented bikes gradually increasing over the last few years:

2002-03:	10,682
2003-04:	11,665
2004-05:	11,973

There is a range of adults and children's bikes for hire, plus attachments for toddlers, with most people following the obvious route around the two reservoirs. The centre also has a small number of special bikes with various adaptations designed for disabled riders, but these are reportedly little used, due almost entirely to the adverse gradients of the reservoir-side road (see 1.2.5).

## **b) Off-road mountain biking**

Those seeking to take their bikes on more adventurous tracks are a little limited in their choices, however, especially if (as is almost certainly likely) they are looking for a circular route. The best network is probably provided by the bridleway links from the Hope and Edale valleys into the Upper Derwent area, plus the Thornhill Trail south to Bamford. From the latter there is a popular cycling route along the southern shore of Ladybower Reservoir that joins a steep bridleway down from the ridge near Hope Cross. However, the busy A57 provides a significant barrier, either crossing it for the continuation of the bridleway via Rowlee, Lockerbrook or Hagg Side, or cycling along it a short distance for the bridleway up towards Crook Hill.

On the eastern side of the UDV there is a circular route that mountain bikers follow from Cutthroat Bridge (A57) across the moors to Grindle Clough, above Ladybower Reservoir, although for some riders this is too short. The more intrepid sometimes cycle across from Langsett on Cut Gate, but this is a linear and extremely rough route that requires a long return or being met at some point. The inadequacy of the situation is demonstrated by the two public bridleways that approach the UDV across the moors from Strines and Bradfield in the east, but upon reaching the watershed both turn abruptly into public footpaths and so, legally-speaking, are off-limits to cyclists. This inevitably tempts some riders to continue along the Edges, but of course this is an area already experiencing serious problems with footpath erosion and which has resulted in paved sections.

There is a palpable need for a more cohesive and logical network of off-road cycling routes, in order to give users realistic choices and avoid the temptation to use routes that are either not suitable (such as public footpaths) or not sustainable (like open moorland). The opening-up of selected woodland rides may be the answer, providing short but effective new links in the network; or possibly even the creation of dedicated off-road cycle tracks that would take some of the more eager and speedier riders away from other types of users (similar to routes successfully developed in Macclesfield Forest and elsewhere). In addition, safer crossing points on the A57 would be a significant improvement, as well as the possibility of an alternative multi-user route alongside a short reservoir-side stretch of the A57 west of the Ladybower viaduct to connect with a public bridleway.

Any consideration of off-road cycling in the UDV should be set against approaches and strategies by other bodies in adjacent areas that seek to promote recreational cycling. For instance, the Penistone & District Community Partnership is seeking to develop better links to and from the Trans Pennine Trail; while Edale Activity Centre – linked to the Upper Derwent Valley by a well-used bridleway – is promoted by the YHA as a destination for mountain bikers.

#### **5.1.2.4 Access for horse-riders**

There is currently only limited horse-riding in the Upper Derwent Valley, with most riders bringing horse boxes into the area from outside. In the past, some have ridden in from the Hope Valley via the Thornhill Trail from Bamford, or the bridleway routes from Edale and Hope. But usage is limited, and has also diminished following the closure of the commercial stables at Nether Booth in the Edale valley.

The Derbyshire branch of the national long-distance horse-riding body, Endurance GB, organise an annual ride around the UDV, which in October 2005 involved 40 riders. Feedback from their event says much about horse-riding in the UDV. Just parking their boxes at Derwent Overlook and Bridge End car parks involved an early start and careful negotiation with other users. The bridleway over Hagg Side and back down past Lockerbrook to the mouth of Ouzelden was steep and stony, and some horses found it very difficult. The rest of the circuit around Derwent and Howden Reservoirs was straightforward and enjoyable, with the easy gradient and width of track causing no problems with the horses or between them and other users. The steps of the bridge at Slippery Stones was a hazard, however, but as mentioned elsewhere in this report, the obstacle is due to be modified.

Like mountain bikers, some horse riders enjoy the challenging bridleway circuit up Grindle Clough on to Derwent Moors, with a return via the back of the Ladybower Inn; while others use the less demanding Thornhill Trail to access the valley. But, as with off-road cyclists again, the opportunity to thread these routes together to form a satisfying network is limited, especially as a combination of steep and stony surfaces can make some bridleway sections impassable - the Lockerbrook/Hagg Farm/Hope Cross routes are the clearest examples.

Another obvious factor that may serve to discourage greater use of the UDV by horse riders is the valley's sheer popularity with other recreational users, and especially cyclists on the public bridleways away from the main reservoir-side route. Road crossings are another factor, in particular negotiating the busy A57.

#### **5.1.2.5 Access for people with disabilities**

##### **a) Legal requirements**

The Disability Discrimination Act (DDA) 1995 makes it unlawful to discriminate against anyone on the grounds of his or her disability in connection with employment, education, public transport and the provision of goods and services. 'Service providers' includes all those who provide access to the countryside, whether through visitor centres, interpretation, guided walks, and so on. The

1995 Act was amended in 2005, and now requires public bodies to positively promote disability equality and to have Disability Equality Schemes in place by December 2006.

The Countryside and Rights of Way Act (CROW) 2000, aside from granting a new statutory right of access on foot to mountain, moor, heath, downland and registered common land, also requires local authorities to produce Rights of Way Improvement Plans. The needs of disabled people must be taken into consideration when developing these Plans. In addition, highway authorities must also consider the requirements of people with disabilities when erecting gates, stiles and other path furniture on footpaths and bridleways, and it may also enter into an agreement with owners of land to improve stiles, gates or other structures to benefit disabled people.

## **b) Overview and summary**

The Upper Derwent Valley is a popular location for people of all ages, abilities and backgrounds, and although some people simply opt for a scenic drive along the road to the head of the valley or a visit to Fairholmes, there are in fact plenty of potential opportunities for outdoor recreation to suit all abilities – and the UDV woods could play a significant role.

At present, specific access for people with disabilities tends to be focused on the main visitor locations at Fairholmes and Heatherdene, as well as the smaller car parks in-between. There are several short routes around the former that by implication are suitable for the less mobile, but they are half-heartedly promoted with little readily-available information.

There are several woodland routes which are eminently suitable for people with disabilities, such as the wide concessionary track on the south-western shore of Ladybower Reservoir and a short woodland path through the woods behind Heatherdene car park, but none are specifically promoted to this audience. In addition to this obvious lack of available information, there is concern over potential conflict with other types of users on already popular tracks (for instance, speeding bikes approaching people with visual impairments, or the hard of hearing). Short, gentle but dedicated woodland trails for the less mobile, young family groups, people with disabilities, etc, could be one solution.

## **c) Access from car parks**

The official National Park booklet guide ('Access for All') lists three car parks in the UDV suitable for people with disabilities: Hurst Clough, Bridge End Pasture and Derwent Overlook, all on the approach road to Fairholmes. However, the first is little more than a lay-by with no further access, and although a waterside

concessionary route ('Easy Access Path' – see below) links the other two there is only limited on-site information and no specially-adapted access.

Fairholmes visitor centre itself has basic facilities for disabled visitors, including marked disabled parking bays, but factors such as the close presence of moving cars and congested walkways, as well as the prohibitively steep slope to the upper car park, makes general access problematic. There are a number of specific issues identified by Hope Valley Access Group and which have been included by PDNPA in an access improvement programme for 2005-06.

At Heatherdene, people with disabilities wishing to reach or cross the dam must use a zig-zag easy access path from the car park down to the road, where there are dropped kerbs for ease of crossing, and then follow the pavement to the dam. However, a pleasant surfaced path runs southward from the car park and toilet block beside the woods, with good views over the reservoir. But at the far end there are prohibitively steep steps down to the road and dam below (or a steep and non-promoted ramp further on). If modification of the steps or ramp was possible it would open up this pleasant off-road route for all users and directly link with Ladybower Dam, on the far side of which is a permissive multi-user route along the reservoir's south-western shore (a wide, hard and mostly level track), as well as the Thornhill Trail.

#### **d) Linear and circular routes**

There are three woodland paths at Fairholmes that are described as 'short walks', but their promotion is low-key and only one ('Easy Access Path') gives any indication that it is suitable for people with disabilities. Information about these walks appears limited to a small section of an interpretation panel outside the visitor centre, and even then there are no details about the nature or length of these routes.

- 'Quiet Woodland Walk' – full of potential, this presently unwaymarked and rather aimless path can be found in the woodland area (known as the 'stone tip') the other side of the river from the visitor centre. Mostly flat, it's accessible from the private road below Derwent Dam, with lovely views across the water.
- 'Old Railway Line' – a level and linear woodland walk, but only reached (at its southern end) via a steep, gated path opposite Fairholmes.
- 'Easy Access Path' - Severn Trent's permissive route along Ladybower Reservoir's western shore from Derwent Overlook to Bridge End car parks is a very pleasant and scenic route through woodland. The surfaces and gradients are mostly reasonable, although the unsurfaced slope up to Bridge End (and the road crossing to the car park) is potentially awkward.

One further, promoted route is the Thornhill Trail, a former railway line that provides a level and easy route from Carr Lane and the hamlet of Thornhill, near

Bamford, to the south of Ladybower Reservoir. However, actual access on to the trail from a public road is only possible at Thornhill, where there is limited parking; or else via the dam from Heatherdene. The Trail is currently in the process of being dedicated as a public bridleway.

For the more adventurous users, the complete circuit of Derwent and Howden Reservoirs is at present rendered almost impossible by the steps of Slippery Stones packhorse bridge at the head of the valley. However, plans are afoot to modify this barrier and make the bridge accessible for all users, which will then open up the entire route around the two reservoirs. Upgrading the bridge will also offer a further possibility. North of Slippery Stones a rough track along the valley bottom (Oaken Bank) continues for another 1-2 miles, and is potentially of interest to the likes of the Disabled Ramblers group, whose members often drive their hardy, motorised 'trampers' along challenging upland tracks. Indeed, in September 2005 a group enjoyed a successful ramble along the full length of the eastern shore route, and expressed an interest in exploring further - batteries permitting! (Their trampers can tackle surprisingly rough surfaces and gradients, as well as fording water up to 9in deep.) National Park Rangers have helped facilitate these outings.

#### **e) Cycling opportunities**

Although there are ostensibly popular cycle trails around the reservoirs north of Fairholmes, it seems that the gradient presents real difficulties. Derwent Cycle Hire at Fairholmes reports a limited take-up of bikes for people with disabilities (including tandems, trikes and so-called 'crate' wheelchair bikes) because of the problems with slopes – even on the tarmac route along the western shore. This is in stark contrast with the cycle hire centre at Parsley Hay, on the High Peak/Tissington Trails, which is more popular with disabled users due, it seems, to its level gradient. Perhaps the hire centre should consider hiring out battery-powered trampers to overcome this difficulty?

#### **5.1.2.6 Consultation with site users and interest groups**

There was widespread consultation with user groups and interested parties both before and during the research. These included key recreational users, such as walking, horse-riding and orienteering organisations, as well as on-the-spot discussions – while out in the Upper Derwent Valley – with other target groups, such as mountain bikers, who tend to shun official representation and hence are more difficult to reach.

Meetings were held with all the major land-managers, and in particular with the various rangers and wardens responsible for access issues. Other bodies consulted included members of the Peak District Local Access Forum, as well as

local user groups, such as the Hope Valley Access Group, and specialist providers like the Cycle Hire centre at Fairholmes.

## **5.2 PUBLIC TRANSPORT**

As far as physical access is concerned, the current provision of public transport for recreational users in the UDV lacks any cohesion and is wholly inadequate. There are a number of problem areas:

### **5.2.1 Provision of information**

Information on services and timetables from different sources is often conflicting – for example, from different providers' websites or between printed and online timetables. Understandably this serves to confuse travellers and presents a barrier to using public transport.

### **5.2.2 Timetables and services**

In terms of frequency of service, the timetable for trains on the Hope Valley line is inadequate for local users and visitors alike – on six days out of seven there is only one train approximately every two hours that stops at Bamford and other local stations.

As far as buses are concerned, there is a regular service between Sheffield and Bamford, but to other destinations (eg Glossop and Manchester) the service is poor and the journey long and arduous. However, depending on the location of the precise outing, the shuttle bus between Bamford and Fairholmes could play a key part. But even here the timetable is infrequent and restrictive, with the last service leaving Fairholmes for Bamford at 18.20. There needs to be a more flexible timetable that takes into account the needs of the actual user (eg later services in the summer months to allow for longer days out).

### **5.2.3 Integration**

The Bamford-Fairholmes shuttle bus also demonstrates that integration of the public transport service in the UDV could be improved. For instance, on Sundays (generally the most popular day of the week for many outdoor visitors) trains from Manchester arrive at Bamford at 39 minutes past the hour with the Fairholmes bus due to depart just one minute later. It can only be hoped that there is a cooperative and patient bus driver who will wait for the train and judge its arrival by the presence of passengers.

There is scope for more imaginative integration of the public transport network in the UDV, which in the light of the pressure caused by the sheer number of private vehicles is long overdue. One current model worth examining is the B4 Network (Cross Lakes Shuttle) in the Lake District National Park. This access project involves a number of partners and has led to integrated bus and boat services with through ticketing, provision of cycle racks on buses and boats, promotion of traffic-free links for cyclists and walkers, and so on.

#### **5.2.4 Promotion**

In addition to improved services and more imaginative timetables, public transport information needs to be more effectively promoted to a wider audience. For instance, there is scant information at Fairholmes (apart from at the actual bus stop) about the Bamford shuttle bus, nor the trains it may connect with.

Although by and large there seems to be a reasonable spread of bus stops, they are not effectively promoted as part of an overall public transport strategy. One way to tackle this might be to devise a leaflet or booklet of walks and rides that start and finish at key bus stops (Heatherdene, Snake Inn, Bamford Station, Fairholmes, etc) and that tie in with the timetables. In addition, any new waymarked trails or self-guided leaflet routes involving the Upper Derwent woodland must be created and promoted with public transport users in mind.

#### **5.2.5 Physical barriers**

At present, the train companies permit a maximum of two bikes per train on services to Bamford – which is a clear deterrent for cyclists. Buses are less amenable to taking bicycles still, and even the weekend and Bank Holiday shuttle bus to the King's Tree by Howden Reservoir has no provision for carrying cycles (even though some weary cyclists have tried to use it). Likewise, those with dogs and small children and buggies can find trains and buses a real barrier at busy times.

### **5.3 PHYSICAL & SENSORY BARRIERS TO ACCESS**

#### **5.3.1 Physical barriers**

##### **5.3.1.1 Gates and access points**

Where public rights of way enter open access land, kissing gates rather than stiles predominate, allowing much easier access for the less mobile and those with dogs. There are still a number of stiles, especially in the Woodlands Valley



towards the Snake Pass, although a few incorporate dog gates. Many, but certainly not all, are to be found in the more remote locations and are probably used by the more adventurous outdoor types. However, there is a general presumption to replace the more accessible stiles with gates (eg by the road at the entrance to Westend).

Elsewhere, 'post and rail' access (a simple cross plank built into an existing fence to create a rudimentary access point) is generally being put in where the boundary fencing or wall is being replaced, and the rangers identify a need for public access through direct evidence (such as walls or fences showing signs of having been climbed over). In order to make the woodlands more inviting – and seem less of a perceived barrier between the valley bottom and open moorland tops – there is a need to put in as many access points as is safe and practical, and in particular where they relate to clear 'desire lines' for walks to and from features of interest: cloughs, shooting cabins, aircraft wrecks, ruined buildings, trig points, and so on.

Another physical barrier – both real and perceived – is the sheer amount of fencing, especially around Fairholmes and along the reservoir-side road to the King's Tree, giving the impression of private and inaccessible land.

### **5.3.1.2 Steps and gradients**

Given the topography of the valley, there are inevitably plenty of steep paths and slopes, even around the seemingly more accessible visitor centres. As previously mentioned, a prohibitively steep flight of steps makes the descent to Ladybower dam from the surfaced viewing path at Heatherdene almost impossible for the less mobile; and there are similarly difficult steps down to the site of a former farmstead on the shoreline of Ladybower below Fairholmes.

However, elsewhere there are in fact alternatives to these stepped routes, although they are not always promoted as readily as they could or perhaps should be. For instance, the long and rather arduous stairway up from the foot of Derwent dam to the eastern shore can be omitted by following the surfaced road from Fairholmes to Jubilee Cottages and then doubling back on a level track. Unfortunately, Fairholme's situation itself is not ideal, with narrow, sloping and congested paths, making access in and out of the centre difficult (see later).

### **5.3.1.3 Bridges**

As outlined previously, the significant man-made barrier of Slippery Stones packhorse bridge is due to be modified so that its steps will be replaced by a ramp, making access easier and allowing the full reservoir circuit to be completed

by more users. Elsewhere, there are a number of footbridges over the River Ashop in the Woodlands Valley, although at the time of writing the one in the woodland of Lady Clough is closed for repairs, rendering the waymarked woodland walk impassable.

#### **5.3.1.4 Road crossings**

Other hindrances to recreational access include dangerous road crossings, especially the A57 Snake Road, which is a fast and busy highway. This is crossed by a number of well-used public rights of way in the UDV area, and attention must be paid to the safety of those attempting to cross this hazardous road. Slow-moving horse-riders, family groups, and so on, are the most vulnerable, with the Hagg and Rowlee bridleway crossings the most obvious locations. Better warning signage for motorists and improved sightlines are two possible ways forward.

There is also a problem surrounding access to and from car parks, lay-bys and pull-offs on the A57 west of Ladybower Viaduct. Some, most notably near the Snake Inn and above the far north-western arm of Ladybower Reservoir, are regularly used by walkers and cyclists, but have no direct or off-road link to a footpath or bridleway. With no pavement and barely any verge, this necessitates a risky walk along the side of the road. Possible solutions include providing an off-road walking/cycling link to the car park or lay-by or a complete rationalisation of car parking in the Woodlands Valley, focusing parking on those locations which are reasonably accessible and safe to use (eg the established lay-by above Blackden Farm) and eliminating others (eg the dangerous woodland pull-offs near the Snake Inn). This would obviously have to be in close consultation with the relevant Highway Authority.

#### **5.3.1.5 Surfaces and width of paths**

In general, the surfaces of the paths and tracks are fairly good, especially the popular bridleway along the eastern shore of Derwent Reservoir. However, there are some routes that are prohibitively steep and stony (such as the Hope Cross to Hagg Farm/Lockerbrook bridleway), and in wet weather these can become virtual watercourses. Needless to say, this presents a significant barrier to many users, and in particular family cycling groups, as well as most horse-riders. Elsewhere, forest rides can get waterlogged (eg above Westend) and mud can be a problem, especially where over-use has led to erosion - such as the bridleway along the ridge above Hagg Side, and of course on the eastern moors (Derwent Edge, and so on) where paving stones have already been laid. However, erosion on some stretches has been exacerbated by illegal off-road use.

Since most established paths and tracks are already well-used, the width of paths is generally reasonable. This is especially true of the woodland bridleways and forest rides, but even here removing or thinning trees that impinge on the edges of the routes could make physical access easier, as well as bring in more light into what are sometimes dark and claustrophobic corridors. Compare, for instance, the walking routes in the woods of Lady Clough (particularly the waymarked blue route), west of the A57, with the public footpath on the other side of the A57 which climbs up to Cowms Moor and the Alport Valley via the Roman Road. The former are enclosed and hemmed in, while a forested stretch of the latter has been felled and opened up, resulting in a wide, light and attractive corridor.

### **5.3.1.6 Visitor facilities**

The physical provision of visitor facilities in the Upper Derwent Valley is itself a barrier to access for some users. For instance, Heatherdene has spacious and modern toilets and outdoor picnic tables but no café or snack bar. Fairholmes, on the other hand, has inadequate toilet facilities, and as the valley's main visitor hub it is both surprising and disappointing that refreshments are limited to a take-away serving hatch. The proximity of moving cars past the entrance area is also highly undesirable and hinders access for many people. In busy periods the centre's cramped and congested situation can make physical access problematic for all users, but especially for visitors with disabilities (see earlier). There is a real need to re-evaluate this key attraction in terms of physical access for people with disabilities, family groups, and so on.

## **5.3.2 Sensory barriers**

### **5.3.2.1 Conflict between users**

With so many people enjoying the public footpaths and bridleways of the UDV, not surprisingly there is the potential for conflict between different users. Although the evidence is mainly anecdotal, problems have arisen where off-road mountain bikers, in particular, cycle at speed along multi-user tracks (such as the Thornhill Trail) or come down swiftly and without warning on rough and sometimes narrow bridleways (into Ouzelden from Lockerbrook, for instance). The conflict is most acute when their approach is sudden, such as round a bend or through woodland, and when they encounter large groups or families out walking.

People with disabilities are also vulnerable in this situation, and indeed local users have spoken of their fear of meeting speeding bikes on a narrow and enclosed trail, since above all else their reaction time is likely to be slower.

### **5.3.2.2 Off-road vehicles**

In the last few years there has also been a problem with off-road vehicles and motor bikes illegally using the public bridleways via Hope Cross, Hagg Side and Lockerbrook (and occasionally elsewhere, such as the Cut Gate route to Langsett). Although Derbyshire County Council has erected temporary notices stating that motor vehicles are prohibited from using the routes under the Road Traffic Act 1988, problems persist, and to date three official byway claims have been made on the most contentious routes by off-road vehicle campaigners.

### **5.3.2.3 Provision of information**

While the public rights of way are generally well-signposted and there are plenty of privately-produced guidebooks, the provision of information (such as leaflets and interpretation boards) explaining greater access opportunities in formats other than the printed word is non-existent. Information for people with disabilities generally is also very limited, and there is also no information for visitors in languages other than English (see section 4.0: Organisational, Cultural & Intellectual Access).

There are clear opportunities to produce more imaginative and useful information – in Braille or audio, large-print or tactile, and so on – as well as develop an easy access route accessible to all, such as a woodland sensory trail. One location might be the ‘stone tip’ on the banks of the Derwent below Fairholmes, where giant wooden mushrooms already adorn the so-called Quiet Woodland Walk.

## **5.4 IMPROVING AND DEVELOPING PHYSICAL ACCESS**

### **5.4.1 Objectives for developing physical access**

- Rationalise overall network of established routes
  - provide logical and more cohesive framework for recreational cycling and horse-riding journeys into and around UDV
  - create or formalise linking sections of footpath to join with car parks, bus stops, etc to provide more complete and practical outings
  - examine existing A57 footpath/bridleway crossing points, with a view to improving safety, especially for horse-riders
- Enhance access for specific groups currently faced with limited choices (eg disabled users) by dedicated and imaginative trails
- Make recreational access to UDV woodland more obvious and inviting, so that woods become a destination in their own right rather than simply something to hurry through (promote exploration of rides, selective felling to create new viewpoints, short exploratory trails through woods, eliminating fencing wherever possible)
- Look for opportunities to positively promote access to woodland among different user groups, eg organised health walks, dog-walking fraternity, educational groups, etc, especially where intensive access to adjacent bog and moorland poses problems (erosion, etc)
- Balance access with environmental considerations, as people come to UDV to enjoy its special landscape qualities, and consider merits of zoning so that some areas are kept quiet and relatively undeveloped (eg Alport Valley)
- Explore possibility of dedicated off-road cycling trails, eg in Hope Woodland
- Encourage greater use of public transport by improved service and integration, encouraging walkers not to enter UDV by car
- Establish permanent self-guided orienteering trails through UDV woodland
- New access points on upper woodland edge – land managers need to be proactive rather than reactive: post and rail or stiles/gates not just where people are evidently crossing into/out of woodland at present, but where they may want to in future.

### **5.4.2 Priorities for improving physical access**

#### **a) Bring woodland into recreational use**

OUTPUT: Develop a series of circular waymarked walks and/or self-guided leaflet trails through woodland in different parts of UDV; promote specific cycling and horse-riding routes using bridleways and concessionary routes through

woodland; eliminate as much fencing as practical, especially on roadsides and near car parks; develop orienteering course through woodland; 'soften' forest rides and employ selective felling to improve viewpoints and make woodland routes more welcoming.

OUTCOME: An attractive and joined-up network of routes that brings UDV woodland into recreational use.

#### **b) Improve recreational access for people with disabilities**

OUTPUT: Improve physical access at Fairholmes (visitor centre, car park and surrounding area); create easy access woodland trails at 'stone tip' below Fairholmes and behind Heatherdene; upgrade concessionary path along western shore of Ladybower Reservoir and improve links with adjacent car parks.

OUTCOME: UDV is physically accessible for the less mobile, family groups and people with disabilities.

#### **c) Develop more effective and integrated public transport service**

OUTPUT: Produce detailed and widely-distributed map showing locations of bus stops in UDV; disseminate integrated bus/train information; encourage buses to carry bikes and trains to carry greater number of bikes; tailor timetables to actual needs of recreational users (eg more frequent and earlier/later times); produce a booklet of walks and rides using public transport in UDV.

OUTCOME: A better-integrated public transport system in the Upper Derwent Valley, encouraging greater use by recreational users.

#### **d) Improve non-vehicular access across and alongside A57**

OUTPUT: Make footpath and bridleway crossing points on A57 safer by improving signage and sight lines; rationalise lay-bys and pull-offs in the Woodlands Valley by eliminating dangerous ones and consolidating others; develop off-road alternative walking/cycling route along northern shore of Ladybower at Grimboar.

OUTCOME: Walkers and cyclists do not have to use the A57 as part of their recreational outing; key crossing points are safer; and the main road is perceived as less of a barrier when planning UDV-wide routes.

#### **e) Develop Heatherdene as an alternative visitor focus**

OUTPUT: Develop accessible routes for all levels of user into woodland behind centre and via dam to opposite shore.

**OUTCOME:** Heatherdene becomes an alternative focus for visitors in the Upper Derwent Valley, relieving pressure on Fairholmes and reducing traffic congestion in the main valley.

### **5.4.3 Key projects for the first five years**

All our recommendations are governed by the need to balance access and conservation. However, we believe that diversifying and opening up conifer plantations will enhance the natural environment from both an ecological and recreational point of view. We therefore make a general recommendation that, wherever possible, managing agencies should create rides, glades and viewpoints, which will encourage more people to use and appreciate the woodlands.

We also recommend the following specific projects to improve physical access: See Map 1: Access Proposals.

#### **5.4.3.1 Walking links**

- Link from Roman Road (GR109915) to Birchen Clough car park (path already in place and stile at car park, so simply need for signposts).
- Forest ride from Roman Road (GR113907) down to A57/Ashop Clough footpath point (just signpost or waymark needed).
- Formalise well-used woodland link from Fairbrook/Ashop footbridge to opposite Snake Inn (signposts needed).
- Improve southern end of Thornhill Trail (beyond the Quaker House) to link with routes from Shatton and Brough.

#### **5.4.3.2 Cycling/horse-riding links**

- Upgrade surface of Hagg Farm bridleway, making it more accessible for horse-riders.
- Allow cycle and horse access through woodland below Wooler Knoll to link Roman Road on Win Hill ridge with two popular concessionary woodland bridleways on Ladybower's southern shore.
- Extend the two truncated bridleways across the eastern moors from Bradfield and Strines, with route down to Derwent Reservoir.

#### **5.4.3.3 Main road safety improvements**

- Provide a multi-user route alongside the A57 from the concessionary footpath from the Green Bridge to the bridleway and access point at Grimbocar (below Two Thorne Fields Farm).
- Bridleway junctions below Hagg Farm, Rowlee Farm and west of Crook Hill (improved signage for drivers, clearer sight lines).
- Footpath junctions near the “Green Bridge” over the River Ashop, and further west near the Snake Inn and Birchen Clough (as above).
- Rationalise A57 parking (lay-bys, pull-offs etc) along Woodlands Valley.

#### **5.4.3.4 New woodland trails and facilities**

- Waymarked “Tin Town” trail among trees at Birchinlee, to complement new interpretation panels.
- Ouzelden circular trail, linking valley bottom track to Lockerbrook bridleway via woodland path (need for two small footbridges).
- Circular trail from Fairholmes to eastern bank of Derwent Reservoir, up through Hancock Wood to Bamford House and back via Abbey Bank public footpath (all on existing rights of way).
- Circular trail from Heatherdene across dam, up across Hope Woodlands (possibly needs cleared area) and back via Win Hill. Impressive views across water to Edges and valley (all on existing rights of way or concessionary routes).
- Orienteering courses of varying lengths, suitable for family use, in accessible and sustainable woodland locations.

#### **5.4.3.5 Routes for people with disabilities**

- Easy-access routes through woods behind Heatherdene and around wooded “stone tip” opposite Fairholmes (both already under consideration or there in part).
- Easy-access concessionary path along Ladybower’s western shore. Continuation beyond Bridge End Pasture to Hurst Clough and viaduct could



be upgraded if steps at aqueduct crossing eliminated, and bumpy tree root section modified. Improve links from this path to car parks by creating short ramped paths.

- Improve access at Heatherdene from southern end of path from car park down to Ladybower Dam.
- Modify Slippery Stones bridge and install clearer signage about circular reservoir route.
- Improve physical access in and around Fairholmes visitor centre.
- Cycle hire centre to make battery-powered mobility scooters available for disabled users.

#### **5.4.3.6 Maximising use of public transport**

- Produce and distribute a map showing locations of bus stops in the Valley and integrated bus/train information.
- Produce a booklet of walks and rides linked with public transport points.
- Encourage buses to carry cycles, and trains to carry a greater number of cycles.
- Encourage transport providers to tailor timetables to actual needs of recreational users (more frequent, earlier and later services).

### 5.4.3.7 Costings: physical access development projects

#### WALKING LINKS

<b>PROJECT: Footpath link from Roman Road (GR109915) to Birchen Clough car park</b>	
Description	Short linking path from car park off A57 to popular public footpath
Outcomes	<ul style="list-style-type: none"> <li>• Visitors will not have to use verge of dangerous main road to access public footpath</li> <li>• It will create an off-road walking route from the well-used public car park all the way to the Alport Valley</li> <li>• It will provide a further incentive to walk through woodland</li> </ul>
Audience	All users on foot
Costs	Signposts at either end of link, plus occasional waymarks where necessary: £100-£200

<b>PROJECT: Forest ride from Roman Road (GR113907) down to A57/Ashop Clough footpath point</b>	
Description	Simple forest ride, already there but presently un-waymarked, linking the public footpath from the Alport Valley with that joining the A57 from Ashop Clough
Outcomes	<ul style="list-style-type: none"> <li>• It will promote the handy link between two public footpaths that, while already used, is not clear due to a lack of signage</li> <li>• It will provide more options for route planning</li> <li>• It will clarify status of route (walkers only)</li> </ul>
Audience	All users on foot
Costs	Signposts or waymarks at either end: £100-£150

<b>PROJECT: Formalise woodland link from Fairbrook/Ashop footbridge to opposite Snake Inn</b>	
Description	Well-used but unofficial walking link through the small plantation beside River Ashop, linking the popular path from Kinder Scout with the Snake Inn on A57
Outcomes	<ul style="list-style-type: none"><li>• It will formalise existing access</li><li>• It will deter users from trying to find other potentially awkward and unsafe exits from plantation on to A57</li></ul>
Audience	All users on foot
Costs	Signposts at either end, plus occasional waymarks where necessary: £100-£200

## CYCLING AND HORSE-RIDING LINKS

<b>PROJECT: Improve southern end of Thornhill Trail to link with route from Shatton and Brough</b>	
Description	To link established recreational trail, popular with horse-riders and cyclists, southwards beyond Quaker House to bridleway routes from Hope Valley
Outcomes	It will allow more logical and joined-up route planning for horse riders and cyclists, since bridleway access currently stops at the Quaker House (footpath only after this point), making it difficult to link up with the lane the other side of the main road at Shatton on to moorland
Audience	Horse-riders and cyclists
Costs	Impossible to estimate at this stage, since it would almost certainly require a detailed discussion with the Highway Authority and landowners on creating a length of concessionary bridleway, and then possible modification to route or path furniture as a result

<b>PROJECT: Upgrade surface of Hagg Farm bridleway, making it more accessible for horse-riders</b>	
Description	Section of well-used but steep and eroded bridleway currently too awkward for many horse-riders
Outcomes	<ul style="list-style-type: none"> <li>• Make bridleway safer and more accessible</li> <li>• Improve key route between Woodlands Valley and UDV</li> </ul>
Audience	Primarily horse-riders and cyclists
Costs	A detailed examination of the track including surface, drainage, etc, would be necessary, but upgrading a length of 500m bridleway would be in excess of £50,000 (aggregate) and £100,000 (stone pitching) – the latter is probably preferable

<b>PROJECT: Allow cycle access through woodland below Wooller Knoll</b>	
Description	To allow cyclists to link the Roman Road on the Win Hill ridge with two popular concessionary woodland bridleways on Ladybower Reservoir's southern shore.
Outcomes	<ul style="list-style-type: none"> <li>• It will give cyclists, in particular, better options for circular routes</li> <li>• It will clarify access in the woodland</li> </ul>
Audience	Cyclists
Costs	Needs further consultation with land managers to decide whether anything other than improved signage would be necessary. New signs and waymarks, approx £250-£300

<b>PROJECT: Extend the two truncated bridleways across the eastern moors from Bradfield and Strines, with route down to Derwent Reservoir</b>	
Description	Two public bridleways simply stop at the boundary on eastern moors near Derwent Edge and Lost Lad, causing uncertainty and frustration among cyclists
Outcomes	<ul style="list-style-type: none"> <li>• It will help plan more logical and satisfying off-road cycling routes and outings</li> <li>• It will link routes from Sheffield and eastern moors with UDV</li> <li>• It will clear up a legal anomaly</li> </ul>
Audience	<ul style="list-style-type: none"> <li>• Cyclists</li> </ul>
Costs	Highly problematic because a detailed survey would be necessary into the sustainability of the fragile moorland surface and habitat. Detailed consultation is needed before any sort of costing is possible, but there is already much experience and know-how gleaned through work on the Pennine Way and Moors for the Future into tackling erosion and creating sustainable moorland recreational routes.

<b>PROJECT: Mountain bike trail</b>	
Description	Off-road, purpose-built mountain bike course at sustainable and accessible location, <i>possibly</i> in Hope Woodland.
Outcomes	<ul style="list-style-type: none"> <li>• <b>To provide a dedicated resource for this growing recreational group</b></li> <li>• It might attract some of the more energetic and faster mountain bikers away from other routes and possible conflict with other types of user</li> </ul>
Audiences	<ul style="list-style-type: none"> <li>• Cyclists</li> </ul>
Costs	Difficult to estimate without a more detailed examination of the likely location on the ground, as well as intensive consultation, neither of which have been possible given the present resources. Based on the development of purpose-built mountain bike trails in the likes of Wharnccliffe Wood, Sheffield, and Dalby Forest, a purpose-built route of around 3-4 miles would likely cost £100,000-£150,000 (and potentially much more depending on terrain and access).

## MAIN ROAD IMPROVEMENTS

<b>PROJECT: A57 parking and safer crossing points</b>	
Description	<ul style="list-style-type: none"> <li>• Provide a multi-user route alongside the A57 from the concessionary footpath from the Green Bridge to the bridleway and access point at Grimbocar (below Two Thorne Fields Farm)</li> <li>• Make bridleway junctions below Hagg Farm, Rowlee Farm and west of Crook Hill, safer for non-motorised users</li> <li>• Make footpath junctions near the 'Green Bridge' over the River Ashop, and further west near the Snake Inn and Birchen Clough, safer for non-motorised users</li> <li>• Rationalise A57 parking (lay-bys, pull-offs etc) along Woodlands Valley</li> </ul>
Outcomes	<ul style="list-style-type: none"> <li>• Safer crossing points for walkers, cyclists and horse-riders</li> <li>• improved signage for drivers, clearer sight lines</li> <li>• better indication of legitimate parking spots and elimination of dangerous or inconvenient locations</li> </ul>
Audiences	All users
Costs	All these will be dependent on negotiations with and the attitude of the Highway Authority, as well as other partners and official bodies. These agencies would want to define the specification of any proposed work, and as a result it is impossible to predict costing at this stage.

## NEW WOODLAND TRAILS

<b>PROJECT: Waymarked “Tin Town trail” at Birchinlee</b>	
Description	A short waymarked trail among the reservoir-side woodland at Birchinlee to complement the new interpretation panels
Outcomes	<ul style="list-style-type: none"> <li>• It will help visitors to understand the site</li> <li>• It will encourage visitors to leave their cars behind and explore the woodland</li> </ul>
Audiences	All users on foot, especially families, elderly people and casual visitors
Costs	Difficult to estimate without a detailed survey into surface, length, etc, but a 200m aggregate trail without steps but including signposts or waymarks might cost between £10,000-£15,000

<b>PROJECT: Ouzelden circular trail</b>	
Description	Circular waymarked walk linking the valley bottom track with the Lockerbrook bridleway via a woodland path
Outcomes	Offers a quiet and interesting walk, away from the road but still accessible, and a further woodland experience
Audiences	Walkers
Costs	Cost dependant on agreement with landowner over precise route; two small footbridges necessary. Cost probably in the region of £50,000-£75,000



<b>PROJECT: Circular route from Fairholmes up on to eastern side of valley</b>	
Description	Circular walking route from Fairholmes to eastern side of Derwent Reservoir, up through Hancock Wood to Bamford House and back via Abbey Bank public footpath (all on existing rights of way)
Outcomes	A stimulating and varied walk through some woodland with great views up and down the valley
Audiences	Walkers
Costs	Occasional waymarks; research, design and printing of A4 folded leaflet (route description), print run 5,000, approx £2,500-£3,500

<b>PROJECT: Circular route from Heatherdene</b>	
Description	Circular walking route from Heatherdene across the dam, up through Hope Woodlands and back via Win Hill (all on existing rights of way or concessionary routes)
Outcomes	It encourages people to explore Hope Woodlands and gives impressive views across the reservoir to the Edges and UDV
Audiences	Walkers
Costs	Occasional waymarks; research, design and printing of A4 folded leaflet (route description), print run 5,000, approx £2,500-£3,500

<b>PROJECT: Woodland orienteering courses</b>	
Description	A variety of permanent orienteering courses suitable for all abilities in accessible and sustainable woodland areas, such as plantations west and south of Birchen Clough car park, and Woodlands Valley above western arm of Ladybower Reservoir.
Outcomes	<ul style="list-style-type: none"> <li>• It will encourage an accessible and participatory sport, promoting exercise and good health</li> <li>• It can be suitable for all levels of users, including beginners and family groups</li> <li>• It will encourage people to use and explore the UDV woodland</li> </ul>
Audiences	All users, especially young people and family groups
Costs	Depending on the length and whether the routes followed paths or covered open woodland, the main costs are simple colour-coded wooden posts (check points) and a specialist 1:10 000 orienteering map which would be available from the likes of Fairholmes Visitor Centre. Both posts and maps would need periodic replacement and updating. Approx cost, including design and print of colour map: £10,000-£12,000.

<b>PROJECT: Trim trail</b>	
Description	Purpose-built “trim trail” in sustainable and accessible woodland location, such as Hagg Side or woods below Lockerbrook (ie near Fairholmes and Ladybower car parks)
Outcomes	<ul style="list-style-type: none"> <li>• It will contribute towards the Government’s targets on health and exercise, especially for children and young people</li> <li>• It will add to the diverse attraction of UDV woodland</li> </ul>
Audiences	All users
Costs	Trim trails can have anything up to a dozen “stations”, including walkways, wooden beams, log steps, bridges and posts, plus signs and a general noticeboard. A rough cost, including installation, is probably around £20,000, but this figure could be higher depending on the choice of equipment, surface, difficulty of installation, etc

**PROVISION FOR PEOPLE WITH DISABILITIES**

<b>PROJECT: Easy-access routes through woods behind Heatherdene and around wooded “stone tip” near Fairholmes (also see Audience Development Project: woodland discovery trail)</b>	
Description	Short, easy-access routes through woodland at Heatherdene and around wooded ‘stone tip’ near Fairholmes (both already there in part)
Outcomes	<ul style="list-style-type: none"> <li>• Routes will be accessible from existing car parks, toilets and visitor centre</li> <li>• Provides quality woodland experience and opportunities for less mobile visitors</li> </ul>
Audiences	People with disabilities, families, elderly people
Costs	Both routes will need detailed surveys to ensure that they comply with guidelines and legislation, etc. Basic cost of two flat, 200m aggregate paths with no steps: approx £10,000-£12,000 each

<b>PROJECT: Extend easy-access concessionary path along Ladybower's western shore</b>	
Description	Extend existing concessionary route from A57 junction to Derwent Overlook car park. Steps at the aqueduct crossing at Hurst Clough would have to be eliminated and elsewhere the surface modified. Short ramped sections would improve links with nearby car parks.
Outcomes	<ul style="list-style-type: none"> <li>• It would provide a more accessible and continuous, off-road walking link along the entire western shore from the A57 junction to Fairholmes</li> <li>• It would offer families with buggies, people with disabilities, etc, more of an opportunity to enjoy a longer walk away from the road</li> <li>• New or modified links from the existing car parks above the western shore would improve access for all and encourage people to move away from the road</li> </ul>
Audience	All users, especially people with disabilities and family groups
Costs	A detailed examination of the steep steps by the aqueduct crossing will be needed, as well as improvements to the path surface (especially through wooded section). Probable cost between £50,000-£100,000 and possibly more if the solution to the aqueduct steps proves problematic.

<b>PROJECT: Improve access at Heatherdene down to Ladybower dam</b>	
Description	Extend and improve access at end of the surfaced path from the car park down to the pavement of the A6013 for road crossing to dam
Outcomes	<ul style="list-style-type: none"> <li>• It will allow people of all abilities a more direct route down to the dam</li> <li>• It will encourage visitors to explore beyond the car park and facilities and head across the dam to the accessible track on the far shore</li> <li>• It will turn a no-through route for some visitors into a connecting path</li> </ul>
Audience	People with disabilities or mobility problems
Costs	A detailed survey will be needed to assess whether the existing slope is suitable (in terms of gradient, angles, etc) for a new path and that there are no new road safety issues. Further work may be necessary to counter the steep slope and create the required access. Probable costs in the region of £100,000-£125,000.

<b>PROJECT: Modify Slippery Stones Bridge and install clearer signage about circular route around reservoir</b>	
Description	Modify Slippery Stones Bridge to allow access for mobility vehicles, horse-riders, etc, and install clearer signage for all users
Outcomes	Improve access over key crossing point and make popular round-reservoir route fully accessible
Audience	All users, especially people with disabilities
Costs	We understand that this work is already being undertaken by the Moors for the Future partnership

<b>PROJECT: Improve physical access in and around Fairholmes visitor centre</b>	
Description	Improve Fairholmes Visitor Centre in terms of physical access – overall space and safety from moving vehicles, ramps and surfaces, access from car parks, and so on
Outcomes	Make Fairholmes Visitor Centre more accessible, user-friendly and safer for all visitors, especially those with disabilities
Audience	All users, but especially people with disabilities, elderly visitors and families
Costs	A detailed evaluation by landscape architects and road engineers working with disabled groups and school advisors is required in order to determine a suitable outcome here. This may involve re-routing of both road and footpath access. It is quite impossible to cost this work until an in-depth survey has been undertaken and the future function and layout of this site has been determined.

<b>PROJECT: Cycle hire centre at Fairholmes to make battery-powered mobility scooters available</b>	
Description	Enable the hire centre at Fairholmes to lend out mobility scooters (sometimes called ‘trampers’) to visitors with mobility problems
Outcomes	Allow visitors with mobility problems to overcome gradients on reservoir-side routes (tarmac road, unsurfaced tracks)
Audience	People with disabilities
Costs	Battery-powered mobility scooters can cost anything from £1,000 up to £5,000, but a heavy-duty scooter (suitable for rougher terrain) typically costs around £2,500 per vehicle. A trial of two vehicles, in the first instance, would therefore cost in the region of £5,000

## MAXIMISING USE OF PUBLIC TRANSPORT

<b>PROJECT: Produce and distribute a map showing bus stop locations in UDV, plus integrated public transport information</b>	
Description	Free map to be heavily promoted and made widely available
Outcomes	<ul style="list-style-type: none"> <li>• To raise awareness of public transport options among visitors</li> <li>• To help visitors plan their journeys using buses and trains instead of cars</li> </ul>
Audience	All users
Costs	Research, design and printing of A4 folded colour leaflet, print run 5,000 (but needing regular updates), approx £2,000-£3,000

<b>PROJECT: Produce a booklet of walks and rides linked with public transport points</b>	
Description	Low-cost (possibly free) booklet outlining walks and cycle rides for different abilities in UDV, all starting and finishing at bus stops or railheads
Outcomes	<ul style="list-style-type: none"> <li>• To raise awareness of public transport options</li> <li>• To encourage more visitors to use buses and trains instead of cars and help them plan their journeys</li> <li>• To make public transport more appealing and viable for recreational users</li> </ul>
Audience	Walkers and cyclists
Costs	Research, design and printing of A4 folded colour booklet, print run 5,000, approx £3,000-£5,000



<b>PROJECT: Encourage buses to carry cycles and trains to carry a greater number of cycles</b>	
Description	General awareness-raising of the physical needs of cyclists who want to use public transport as part of their UDV visit
Outcomes	<ul style="list-style-type: none"> <li>• To improve service and attitude of public transport providers</li> <li>• To make it easier for cyclists to use buses and trains</li> <li>• To make public transport more appealing and viable for recreational users</li> </ul>
Audience	Public transport operators and cyclists
Costs	No specific immediate cost; rather, explore options of promoting greater dialogue and understanding through passenger forums, local authority public transport units, etc. This <i>may</i> lead to the purchase of more suitable vehicles or the adaptation of existing stock, and therefore significant capital outlay.

<b>PROJECT: Encourage public transport providers to tailor timetables to actual needs of recreational users</b>	
Description	Review of existing and future timetables in terms of practicalities for UDV visitors
Outcomes	<ul style="list-style-type: none"> <li>• To raise public transport operators' awareness of the needs of recreational users</li> <li>• To encourage more visitors to use buses and trains instead of cars and help them plan their journeys</li> <li>• To make public transport more appealing and viable for recreational users</li> </ul>
Audience	Public transport operators
Costs	No specific cost; rather, explore options of promoting greater dialogue and understanding through passenger forums, local authority public transport units, etc. This <i>may</i> lead to the purchase of more suitable vehicles or the adaptation of existing stock, and therefore significant capital outlay.

## QUANTITY SURVEY

<b>PROJECT: Quantity survey of proposed physical access projects</b>	
Description	A detailed quantity survey of our physical access proposals.
Outcomes	<ul style="list-style-type: none"> <li>To provide more accurate costings for budget purposes.</li> </ul>
Note	<p>Our costings for the physical access work are by necessity very much rough ball park figures. Everyone that we have spoken to about costs has emphasised the difficulty in providing meaningful cost estimates without a more detailed survey to work from; the variables are huge and will vary from route to route depending upon factors such as steepness of slope, wetness, proximity of rock to the surface, distance from vehicular access routes etc. This means that our estimates must be treated with great caution.</p> <p>We strongly recommend that a detailed quantity survey by a quantity surveyor (experienced in this type of footpath work) should be carried out before arriving at final project costings.</p>
Costs	£4,500 - £6,800 plus VAT. Based on 2-3 weeks work at a day rate of £400 plus VAT and expenses.