

**Audience Development
and Access Plan
for the
Upper Derwent Valley**

APPENDICES



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APPENDIX 1

FAIRHOLMES VISITOR SURVEY 2005: SAMPLE OF RESULTS

The PDNP survey

This survey was carried out by the PDNP research team in August 2005 on a Saturday, a Sunday and a school-holiday weekday. Further three-day surveys were also being carried out in autumn/winter 2005-06, but the returns for these were not available at the time of writing this Audience Development Plan.

Groups of visitors were randomly selected and asked ten questions in face-to-face interviews. Respondents were also given post-back questionnaires to fill in at home, containing a further 28 questions. The face-to-face questions all related to audience profile, while the post-back questions included some profile questions but also explored various aspects of the visitor experience.

Altogether, 350 groups of visitors were interviewed. About half these respondents also returned post-back questionnaires.

The Audience Development Plan sample

At the time of writing this Audience Development Plan, the data from the PDNP survey had not been processed or analysed, but we were given access to the filled-in survey forms. We processed a sample of 100 face-to-face interviews with matched post-back questionnaires (35 Saturday visitors, 35 Sunday, 30 weekday) and 50 face-to-face interviews with respondents who did not return post-back questionnaires (15 Saturday visitors, 20 Sunday, 15 weekday).

The 100 visitor groups who returned post-back questionnaires represented 312 individuals, while the 50 groups who did not return post-backs represented 181 individuals.

Our analysis covered all the questions in the face-to-face interviews, but (for reasons of time available) only ten of the 28 questions on the post-back form. We concentrated on selected issues, namely audience profile data, activities undertaken, sources of information or guidance used, enjoyment factors and problems/barriers encountered.

Section A below gives results for the 150 face-to-face interviews.

Section B gives results for the 100 post-back questionnaires.

SECTION A: FACE TO FACE INTERVIEWS

1. Length of time spent on site

a) Respondents who returned post-back questionnaire

Time on site	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
1 hour or less	0	3	6	9
1-2 hours*	2	7	4	13
2-4 hours*	14	15	11	40
Over 4 hours	19	10	9	38
Sample size (groups)	35	35	30	100

b) Respondents who did not return post-back questionnaire

Time on site	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	(%)
1 hour or less	1	2	4	7	14
1-2 hours*	4	7	1	12	24
2-4 hours*	8	7	3	18	36
Over 4 hours	2	4	7	13	26
Sample size (groups)	15	20	15	50	100

* Times of exactly 2 hours or 4 hours are included in the category below

2. Size of group

a) Respondents who returned post-back questionnaire

Group size	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
Individual	4	1	3	8
2 people	12	14	13	39
3 people	4	4	6	14
4 people	12	9	6	27
More than 4	3	7	2	12
Sample size (groups)	35	35	30	100

b) Respondents who did not return post-back questionnaire

Group size	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Individual	0	1	0	1	2
2 people	5	6	7	18	36
3 people	1	4	2	7	14
4 people	5	4	4	13	26
More than 4	4	5	2	11	22
Sample size (groups)	15	20	15	50	100

3. Type of group

a) Respondents who returned post-back questionnaire

Group type	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
Alone	4	1	3	8
Family	20	26	20	66
Friends	10	5	5	20
Family & friends	1	3	2	6
Educational group	0	0	0	0
Organised group	0	0	0	0
Sample size (groups)	35	35	30	100

b) Respondents who did not return post-back questionnaire

Group type	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Alone	0	1	0	1	2
Family	10	12	11	33	66
Friends	3	5	2	10	20
Family & friends	2	2	2	6	12
Educational group	0	0	0	0	0
Organised group	0	0	0	0	0
Sample size (groups)	15	20	15	50	100

4. Age

a) Respondents who returned post-back questionnaire

Age	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
0-15	18	26	21	65	20.8
16-24	0	1	6	7	2.2
25-34	11	20	5	36	11.6
35-44	29	38	19	86	27.6
45-59	33	29	25	87	27.9
60+	14	4	13	31	9.9
Sample size (people)	105	118	89	312	100

b) Respondents who did not return post-back questionnaire

Age	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
0-15	15	14	13	42	23.2
16-24	3	4	1	8	4.4
25-34	5	25	8	38	21.0
35-44	22	17	7	46	25.4
45-59	9	15	7	31	17.1
60+	2	4	10	16	8.9
Sample size (people)	56	79	46	181	100

5. Gender

a) Respondents who returned post-back questionnaire

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Male	52	57	46	155	49.7
Female	53	61	43	157	50.3
Sample size (people)	105	118	89	312	100

b) Respondents who did not return post-back questionnaire

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Male	26	44	21	91	50.3
Female	30	35	25	90	49.7
Sample size (people)	56	79	46	181	100

6. Mobility problems

a) Respondents who returned post-back questionnaire

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Number of people with mobility problem	2	3	3	8	2.6
Sample size (people)	105	118	89	312	100

b) Respondents who did not return post-back questionnaire

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Number of people with mobility problem	0	4	2	6	3.3
Sample size (people)	56	79	46	181	100

7. Occupation

a) Respondents who returned post-back questionnaire

Occupation	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Employed or self-employed	70	84	42	196	62.8
Looking after home/family	0	5	8	13	4.2
Retired	16	2	12	30	9.6
Unemployed & seeking work	0	0	0	0	0
Student (school or college)	18	23	26	67	21.5
Govt work/training scheme	0	0	0	0	0
Permanently sick or disabled	1	0	0	1	0.3
Temp off work (illness or injury)	0	0	1	1	0.3
Other (pre-school)	0	4	0	4	1.3
Sample size (people)	105	118	89	312	100

b) Respondents who did not return post-back questionnaire

Occupation	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Employed or self-employed	34	58	22	114	63.0
Looking after home/family	1	1	0	2	1.1
Retired	5	3	10	18	9.9
Unemployed & seeking work	0	0	0	0	0
Student (school or college)	15	14	14	43	23.8
Govt work/training scheme	0	0	0	0	0
Permanently sick or disabled	0	0	0	0	0
Temp off work (illness or injury)	0	0	0	0	0
Other (pre-school)	1	3	0	4	2.2
Sample size (people)	56	79	46	181	100

8. Ethnicity

a) Respondents who returned post-back questionnaire

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
White British	97	115	85	298	95.5
White Irish	4	0	0	4	1.3
White other	1 New Zealand	0	2 German	3	1.0
Visible communities including mixed-race*	2	3	2	7	2.2
Other ethnicity given by respondent	1 Colombian	0	0	1	0.3
Sample size (people)	105	118	89	312	100

b) Respondents who did not return post-back questionnaire

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
White British	50	66	46	162	89.5
White Irish	1	1	0	2	1.1
White other	3 Not specified	2 German 1 Ukrainian 1 Armenian	0	7	3.9
Visible communities including mixed race*	2	7	0	9	5.0
Other ethnicity given by respondent	0	1 Saudi Arabian	0	1	0.5
Sample size (people)	56	79	46	181	100

* Ethnic categories on the PDNP survey form followed those used in the 2001 Census, which allow detailed identification of ethnic groups (eg. "Asian or Asian British: Indian", "Black or Black British: Caribbean" etc). As ethnic minority numbers in this survey are so small, we have grouped them as "Visible Communities" (following Kye Askins in *Visible communities' use & perceptions of NYM and PD National Parks*).

The Census categories cover ethnicity not nationality, so they do not allow us to distinguish between e.g. a British Indian family and a family visiting from India. However, all but one of the 100 post-back respondents in our sample gave a UK home postcode (one was left blank), so we must assume that most respondents are resident, at least temporarily, in the UK.

SECTION B: POST-BACK QUESTIONNAIRES

1. Visitors staying away from home

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
Staying visitors	8	6	6	20
Home-based visitors	27	29	24	80
Sample size (groups)	35	35	30	100

2. Home postcode

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
S (Sheffield & area)	10	17	10	37
SK (Stockport & area)	2	4	3	9
NG (Nottingham & area)	1	3	2	6
LE (Leicester & area)	2	2	2	6
DE (Derby & area)	3	0	2	5
DN (Doncaster & area)	3	0	1	4
M (Manchester & area)	3	0	0	3
ST (Stafford & area)	1	0	2	3
IP (Ipswich & area)	3	0	0	3
SW/SE/N (London)	2	1	0	3
BD (Bradford & area)	0	1	1	2
PR (Preston & area)	0	2	0	2
GL (Gloucester & area)	0	2	0	2
FY (Blackpool & area)	0	1	1	2
Other (only one visitor group from each)	5	2	5	12
Postcode not given	0	0	1	1
Sample size (groups)	35	35	30	100

3. Activities undertaken at this location

	Sat 20 Aug	Sun 21Aug	Wed 31 Aug	Total (%)
Stroll / walk less than 2 miles	3	8	10	21
Walk 2-10 miles	14	7	8	29
Walk more than 10 miles	5	2	2	9
Sub-total: all walking	22	17	20	59
Climbing / bouldering	0	0	2	2
Picnic	11	13	10	34
Sightseeing	6	7	10	23
Draw / paint / photography	1	2	0	3
Bird-watching	2	0	1	3
Cycling / mountain biking	13	18	11	42
Visiting an attraction	1	1	4	6
Horse riding*	0	0	0	0
Dog walking*	1	2	0	3
Other	1 Running	0	1 Motorbiking 1 Feed ducks* 2 Visit café*	5
Sample size (groups)	35	35	30	100 groups

Percentages total more than 100 because respondents named multiple activities.

Activities marked * may be under-represented, for the following reasons:

- Horse riders in the UDV may avoid Fairholmes because it has so many cars and is unsuitable for horse-boxes.
- Walkers accompanied by dogs may see themselves as “walking” rather than “dog-walking” (e.g. on 31 August there were 3 dogs accompanying respondents, but no respondents said they were “dog-walking”).
- People may visit the café or feed the ducks without seeing it as an activity.

4. Sources of information & guidance used

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
Books/leaflets/brochures etc	15	10	8	33
Website	3	4	2	9
Maps	16	13	14	43
Tourist information centre	8	2	8	18
Magazine/newspaper	1	1	0	2
TV or radio programme	0	0	0	0
Other	0	0	0	0
Personal recommendation	3	6	2	11
Previous knowledge of area	20	16	18	54
Sample size (groups)	35	35	30	100 groups

Percentages total more than 100 because some respondents used multiple sources.

4a. Groups using no external information sources

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
Personal recommendation only	0	1	2	3
Previous knowledge only	8	5	8	21
Personal recommendation & previous knowledge only	0	2	1	3
Nothing/not planned	2	8	4	14
Total	10	16	15	41
Sample size (groups)	35	35	30	100 groups

5. Frequency of visit

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
First visit	7	6	4	17
Daily	1	3	0	4
Weekly	1	2	1	4
Monthly	9	11	5	25
Quarterly	9	8	9	26
Yearly	7	3	8	18
Less than yearly	1	2	3	6
Sample size (groups)	35	35	30	100 groups

6. Type of transport used to get to Upper Derwent Valley

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
Car / van	35	31	28	94
Coach / minibus	0	0	0	0
Motorbike / scooter	0	4	2	6
Bicycle*	0	1	1	2
Public bus** / train	0	0	1	1
Walked	0	0	0	0
Sample size (groups)	35	35	30	100 groups

Percentages total more than 100 because a few respondents used more than one form of transport, e.g. driving to another site and then cycling to UDV.

* Not including bicycles ridden in the valley after arriving by another means

** Not including shuttle bus taken after arriving by another means

7. Health issues

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total	%
Number of people with longstanding illness or disability	7	6	9	22	7.1
Number of these who feel their mobility is restricted	2	3	3	8	2.6
Sample size (people)	105	118	89	312	100

7a. What improvements would make their visit more enjoyable?

- Motorised cycles available for hire
- Specific routes for wheelchairs/pushchairs
- Disabled parking nearer dam
- Diabetic ice cream

8. Dogs

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total
Number of dogs accompanying visitors	1	9	3	13
Number of these that have been off lead	1	5	2	8
Sample size (groups)	35	35	30	100

9. Enjoyment factors

	Sat 20 Aug ☺ ☺ ☺		Sun 21 Aug ☺ ☺ ☺		Wed 31Aug ☺ ☺ ☺		Total ☺ ☺	Total ☺
Scenery/landscape	29	5	29	7	24	7	82	19
Variety to see/do	1	13	4	9	3	14	8	36
Peace & quiet	17	15	13	16	16	11	46	42
Wildlife	9	16	5	13	6	16	20	45
History/archaeology	2	13	1	10	1	15	4	38
Clean air	26	6	18	11	14	11	58	28
Not too crowded	20	11	11	17	9	14	40	42
Away from it all	6	16	5	15	3	16	14	47
Good walking	26	2	17	11	13	9	56	22
Good outdoor pursuits	13	5	9	11	8	5	28	21
Attractive villages	3	16	5	16	3	11	11	43
Good facilities	2	10	5	15	3	7	10	32
Feeling welcome	9	15	11	16	10	10	30	41
Other	1 (a)	0	1 (b)	0	0	0	2	0
Sample size (groups)	35		35		30		100	100

☺ ☺ Very important

☺ Important

(a) Dog-friendly

(b) Near to home

Percentages total more than 100 because respondents cited multiple factors.

10. Problems encountered

	Sat 20 Aug	Sun 21 Aug	Wed 31 Aug	Total (%)
Traffic outside National Park	0	2	3	5
Traffic inside National Park	0	3	6	9
Inadequate public transport	0	0	1	1
Insufficient parking	5	15	3	23
Inadequate public access	0	1	0	1
State of footpaths & routes	2	1	0	3
Litter	2	2	0	4
Too many people	0	6	2	8
Insufficient refreshment stops	2	3	2	7
Facilities/services closed	1	0	0	1
Public facilities dirty/inadequate	1	2	2	5
Not enough signposts	1	2	1	4
Insufficient info/interpretation	0	0	1	1
Too touristy/commercial	1	2	1	4
Not enough to see or do	0	0	0	0
Too expensive	3	2	2	7
Noisy recreation activities	0	2	0	2
Bus/train cancelled or delayed	0	0	0	0
Difficult getting accommodation	1	0	0	1
Unwelcoming	0	0	0	0
Other*	1	0	2	3
Sample size (groups)	35	35	30	100 groups

* Other problems specified:

- Cars on road from Fairholmes to top of valley are a danger to children and cyclists (4 respondents)
- Unable to drive to top of valley (1 respondent)

APPENDIX 2

SUMMARY OF UDV & PEAK DISTRICT VISITOR SURVEYS 1992 & 1998

This summary includes information from:

- 1992 Upper Derwent Valley Visitor Survey (published 1993)
- 1998 Peak District National Park Visitor Survey (published 1999). This looked at the PDNP as a whole, but includes some data for specific sites.

Methodologies

Upper Derwent Valley Visitor Survey 1992

The survey was carried out over six days; a consecutive Friday, Saturday and Sunday in June 1992 and again in August 1992, by means of vehicle registration number survey and questionnaire. A total of 7900 vehicles were recorded and approximately 6000 questionnaires were distributed. Of these, 2374 returned questionnaires. This survey therefore, focuses on visitors who have arrived by car, and takes minimal account of those visitors who arrived by public transport or walked. Only three of 1,955 respondents were not car owners.

Peak District National Park Visitor Survey 1998

4500 people were surveyed at various locations within the Park, between May and November 1998, with 215 (5%) of the interviews taking place at Fairholmes visitor centre. People who identified themselves as residents, on a regular shopping trip or working were discounted, leaving 4295 'visitors'.

Results

Group structure

1992

- Average party size was 2.45.
- UDV is overwhelmingly a destination for individuals, small friendship groups and family groups of various kinds travelling in one vehicle.

1998

- 60% of visitors to the Peak District National Park were on a day visit
- 35% of all groups visiting the Peak District were adult couples, with adult groups making up 15%.
- Solo visitors (presumed adults) accounted for 27%
- Average party size was 3.
- 23% visitors had children in their party, 77% did not.

- UK Touring groups were the least likely to have children in their party (17%) and overseas touring visitors were most likely to be family groups (28%). 24% of UK day visitors were family groups.
- Overnight UK visitors had the largest percentage of adult couples (41%) and overseas touring visitors had the lowest percent of adult couples (17%).
- The spread of male/female visitors was quite even across the segments with, on average, slightly more female than male visitors (49% male, 51% female)

Age of visitors

The data are presented differently in the two reports, although there is some correlation. In both years there were fewer 16-24 year olds than any other age group. In 1992 there were more over 60's at the site on Fridays and more family groups at weekends.

In 1998, the 45+ market accounted for 48% of all visitors to the National Park, whilst 25-44 year olds totalled 31%. Again, there were few 15-24 year olds, at 7% of visitors.

<u>Socio-</u> <u>groups of</u>	Age profile 1992		Age profile 1998		<u>economic</u> <u>visitors</u>
		60+	17.2%	65+	
	25-59	57.8%	55-64	16%	
	16-24	9%	45-54	20%	
	0-15	15.9%	35-44	18%	
			25-34	13%	
			15-24	7%	
			0-14	14%	

In both 1998, about quarters of were

ABC1 and one quarter C2DE.

1992 and three visitors category

	1992	1998
AB	41%	38%
C1	36%	37%
C2	11%	15%
DE	12%	10%

Origin of visitors

Both surveys found that the majority of visitors had made round trips of less than 75 miles. Overnight stays were mostly by visitors from further away.

1992

○ Sheffield	33%	○ Chesterfield	3%
○ Manchester	11%	○ Doncaster	2%
○ Peak District	10%	○ Rotherham	2%
○ Nottingham	6%	○ Matlock	2%
○ Derby	4%	○ Barnsley	1%
○ Leeds	4%		

1998

Day		Overnight	
Derbyshire	18%	London	7%
Cheshire	18%	Kent	5%
South Yorkshire	17%	Essex	5%
Staffordshire	13%	Nottinghamshire	4%
Nottinghamshire	7%	South Yorkshire	4%
Manchester	5%	Cheshire	4%
West Yorkshire	5%	Norfolk	3%
Lancashire	4%	West Midlands	3%
Leicestershire	2%	Derbyshire	3%
West Midlands	2%	Leicestershire	3%
		Hertfordshire	3%
		West Yorkshire	3%
		Lincolnshire	3%
		Cambridgeshire	3%
		Scotland	3%

Frequency of visits

Both surveys found that 80% of visitors to the PDNP / Upper Derwent valley were repeat visitors and 20 % were there for the first time

In **1992** there was a much higher proportion of first time visitors at the weekend. A strong contingency of regular visitors was identified with 34% saying they come at least once a month in summer, 36% in autumn and spring and just over 28% at least once a month in the winter. Visitors arrived as early as 6am but most arrived in the second half of the morning or early afternoon. Peak leaving times were between 4pm and 6.30pm.

Domestic day visitors: start their journey from home and return there on the same day.

Includes groups and independents

Touring visitors: staying away from home but not in the greater peak Park area.

Overnight visitors: staying one or more nights in the Peak Park area.

Most visitors were day visitor with only 21 saying they were on holiday when they received the questionnaire. Of those who were on holiday, just under 60% were staying quite locally in Sheffield, Castleton, Buxton, Edale, Hope, Hathersage, Bakewell and Matlock.

Visitors to the Peak District National Park 1998

Domestic day visitors	60%
Touring visitors	7%
Overnight visitors	33%

Although the data in the 1998 report refers to the Peak Park as a whole, some information relates specifically to Ladybower Reservoir. 4% of all visitors to the PDNP paid a visit to Ladybower, and it was most popular with touring UK visitors (6% of all visitors), 4% of day visitors and 4% of overnight visitors also visited the site. By comparison, 11% of all visitors had visited or expected to visit Bakewell on the day of the interview.

In 1998, all of the day visitors to the Peak District National Park were from the UK and touring visitor numbers were explained as being low due to the large size of the area, meaning that more visitors fall into the overnight stay category. Overnight visitors, based on making any overnight stop in the PDNP accounted for 33% of the total. Only 3% of visitors were from overseas.

Transport to the Upper Derwent Valley

1992 UDV	1998 Peak District	
The survey carried out in 1992 used vehicle registrations and questionnaires left on vehicles. It therefore takes little or no account of use of any other mode of transport to arrive. However, 81% of the 7% of respondents who answered a question about public transport said they use public transport less than once a month to travel to leisure or recreation activities.	Private car	87%
	Trains	2%
	Public bus	2%
	Tour bus	1%
	Train	1%
	Hire car	1%
	Other	1%

Transport used within the Peak District

1992 Upper Derwent Valley	1998 Peak District	
No data	Car	55%
	Walking	44%
	Cycles	7%
	Public Transport	2%
	Train	1%

Reasons for not using public transport

Only 7% of respondents in the 1992 survey answered a question about using public transport for leisure and recreation. Of those respondents 81% said they use public transport less than once a month to travel to leisure or recreation activities.

In 1998, 51% of respondents arriving by car or motorcycle did not use public transport because it was inconvenient or not flexible enough. 25% said public transport was not available for their trip and 14% had no knowledge of transport options.

Interestingly, local public transport was rated the worst in terms of satisfaction with facilities within the National Park (see Facilities - satisfaction).

Activities undertaken

In 1992, the vast majority (nearly 96%) came to the Upper Derwent Valley for leisure and recreation. Cycling and hiking were the most popular activities at Fairholmes.

Activity	1992 Whole UDV	Activity	1998 Whole Park
Hiking	29%	Walking > 2 miles	52%
Strolling	20%	Restaurant / café	47%
Cycling	12%	Walking < 2 miles	32%
Picnicking	10%	Picnicking	32%
Sightseeing	13%	Visitor attractions	30%
Going to the pub	6%	Mountain biking	9%
Other, jogging and angling	10%	Cycling	6%
		Climbing	5%
		Organised activities	1%
		Caving	1%
		Water sports	1%

Routes taken

In 1992, around half of respondents gave information about routes they had taken on walks, hikes and cycle rides. 68% had followed a circular route and the remainder had retraced their steps back to the original start point. Map related analysis of these routes was not available in this survey.

Interaction with information

In 1992 about half the respondents commented on information boards at Upper Derwent Valley. 73% had looked at panels at Fairholmes, 10% had looked at panels at Derwent Dam, 5% in Derwent valley, 6% a minority had looked at panels at Ladybower, Grinlow and Alport.

In the 1998 survey (which looks at the PDNP as a whole) found that the majority (62%) of people did not seek any kind of information at their chosen destination. Those who did use interpretation / information or visitor centres considered they were either good or very good (86% TIC/visitor centres and 84% interpretation).

Facilities- satisfaction

Satisfaction with facilities		
Upper Derwent Valley 1992 All visitors	Peak District National Park 1998 Day visitors (1-5 scale, 5 best)	
<p>When asked about facilities in the Upper Derwent Valley:</p> <ul style="list-style-type: none"> • 80% said Car park provision, toilets, refreshments, information services, information boards and leaflets were adequate. • 75% said picnic areas were adequate. • Lowest levels of adequacy related to the minibus service and cycle hire, but these two services were only used by a small fraction of respondents. • On average, up to three times more people said that the weekend closure of the road to Kings Tree had made their visit more enjoyable. 	Litter clearance	4.4
	Courtesy of locals	4.3
	Footpath quality	4.2
	Visitor/TIC	4.2
	Interpretation of information	4.1
	Parking availability	4.1
	Signposting (pedestrian)	4.0
	Restaurants/bar food	4.0
	Signposting (road)	4.0
	Traffic conditions	3.8
	Public toilets	3.6

In 1998 77% of surveyed visitors to the Peak District National Park thought parking facilities were good or very good; 56% considered that public transport was poor or very poor. 86% of all visitors thought that Visitor and tourist information centres were good or very good, and 74 % thought that the provision of interpretation was good or very good.

APPENDIX 3

UPPER DERWENT VALLEY SUPPLEMENTARY VISITOR SURVEY

QUESTIONNAIRE

1. Which of the following did you do today in the Upper Derwent Valley?

- Walk or stroll (please say where you went):
- If walk, did you follow a waymarked trail? (Red, Green Black etc)
- Cycling / mountain biking (please say where you went)
- Stayed in area around car park (for café, picnic, feeding ducks etc)_

2. Did you have any problems today? (*eg unsure where to go, paths in bad condition, nowhere to park*).

NO

YES (please say what)

3. Did you use any of the following as sources of information, before or during your visit today?

- Map
- Upper Derwent Valley leaflet
- Other leaflet or booklet (which one?)
- Book (which one?)
- Display in Visitor Centre
- Staff in Visitor Centre
- Rangers
- Outdoor panels (where?)
- Internet
- Magazine or newspaper article
- TV or radio programme

Other (please say what)

4. If you used any sources of information, what's the main thing you found out about the Upper Derwent Valley?

OPEN QUESTION

5. Why did you choose to do whatever activity you did today?

Tick all that apply

- | | |
|-----------------------------------|----------------------------|
| doing what we enjoy | alternatives too expensive |
| need to suit all members of group | not aware of alternatives |
| getting exercise / getting fit | limited time |
| limited mobility / fitness | other (please say what) |

.....

6. Would you be likely to do any of the following on a future visit?

- | | |
|---------------------------------|---|
| walk (if you didn't walk today) | guided walk |
| longer walk than you did today | family activities |
| waymarked walk | art workshop |
| cycling or mountain biking | craft workshop (eg woodwork, basket-making) |

7. Is there anything else you'd like to be able to do here? (please say what)

OPEN QUESTION

UDV SUPPLEMENTARY VISITOR SURVEY: RESULTS

1. What have you done today in the Upper Derwent Valley?

ACTIVITY	Weekday (1/2 term)	Sat	Sun	Total	%
Walk or stroll	15	15	7	37	74
<i>Of which:</i>					
• Stroll (under 1 ml)	3	2	0	5	10
• Short walk (1-5 ml)	4	4	4	12	24
• Medium walk (5-10 ml)	3	5	1	9	18
• Long walk (over 1 ml)	1	1	2	4	8
• Waymarked trail	4	3	0	7	14
- Red route (1.5 km)	(1)	(0)			
- Black route (3 km)	(1)	(2)			
- Green route (4.5 km)	(2)	(1)			
Cycling or mountain biking	4	3	4	11	22
<i>Of which:</i>					
• Short ride (under 9 ml) mostly surfaced	2	2	2	6	12
• Long ride (over 9 ml) with off-road sections	2	1	2	5	10
Horse-riding	0	0	0	0	0
Stayed near car park (picnic, café etc)	1	3	1	5	10
Sample size (groups)	20	20*	10**	50* **	106* **

* includes one split group - some walked, some stayed near car park

** includes two groups where adults walked and children cycled

2. Did you have any problems today?

HAD PROBLEMS?	Weekday (1/2 term)	Sat	Sun	Total	%
No	19	16	4	39	78
Yes	1	4	6	11	22
Sample size (groups)	20	20	10	50	100

Nature of problem:	Weekday	Sat	Sun	Total	%
Technical (bike puncture)	1	0	0	1	9
Cost of bike hire	0	0	1	1	9
Route finding	0	1	1	2	18
Route conditions	0	1	1	2	18
User conflict	0	1	1	2	18
Parking problems	0	1	2	3	27
Sample size (had problem)	1	4	6	11	100

3. Did you use any of the following as sources of information, before or during your visit today?

*NB. Respondents could tick more than one option**

SOURCES OF INFORMATION	Wkday (1/2 term)	Sat	Sun	Total	%
Map	13	10	4	27	54
UDV discover & enjoy leaflet	2	1	0	3	6
Other leaflet (a)	2	2	1	5	10
Book or booklet (b)	2	4	0	6	12
Display in Visitor Centre	1	2	0	3	6
Staff in Visitor Centre	2	1	0	3	6
Rangers	0	0	0	0	0
Outdoor panels (c)	11	3	2	16	32
Internet	0	1	0	1	2
Magazine or newspaper	0	1	0	1	2
TV or radio programme	0	0	0	0	0
Other source (d)	1	1	1	3	6
None – relied on own knowledge	3	6	4	13	26
Sample size (groups)	20*	20*	10*	50*	N/A*

a) Explore the High Peak Estate (3 respondents)

b) Walks in the Peak District National Park (3 respondents), Eight walks around Derwent Dams (1 respondent)

c) Weekday visitors mentioned panels at Fairholmes, Ladybower, Derwent Dam, Birchinlee & Slippery Stones; weekend visitors mentioned Fairholmes and Ladybower.

d) Cycle hire staff (1 respondent), weather notice (1 respondent), Dambusters Museum (1 respondent)

4. If you answered YES to Question 3, what's the main thing you found out about the Upper Derwent Valley?

FOUND OUT ANYTHING?	Weekday (1/2 term)	Sat	Sun	Total	%
Found out something about the Upper Derwent Valley	8	3	0	11	22
Could not remember finding out anything in particular	9	11	6	26	52
Did not use any sources of information	3	6	4	13	26
Sample size	20	20	10	50	100

FOUND OUT WHAT?	Weekday (1/2 term)	Sat	Sun	Total	%
History (drowned farms/villages)	3	2	0	5	45
History (Dambusters)	2	0	0	2	18
Birds / wildlife	4	0	0	4	36
Types of trees	0	1	0	1	9
Peat formation	1	0	0	1	9
Good walk routes	2	1	0	3	27
Good cycle routes	2	0	0	2	18
Sample size (i.e. respondents who found out something)	8*	3*	0	11*	N/A*

** Responses included multiple options*

4. What influenced your choice of activity in the Valley today?

*NB. Respondents could tick more than one option **

REASON FOR CHOICE	Weekday (1/2 term)	Sat	Sun	Total	%
An activity we enjoy	15	17	9	41	82
Need to suit all group	6	6	1	13	26
Exercise/keeping fit	0	4	6	10	20
Limited mobility/fitness	2	4	2	8	16
Limited time	2	2	0	4	8
Alternatives too expensive	1	0	2	3	6
Not aware of alternatives	0	0	0	0	0
Other reasons	5	5	2	12	24
<i>Specifically:</i>					
- Fresh air/get out of city	3	3	0	6	12
- Peace & quiet	1	0	0	1	2
- Doing something different	1	0	1	2	4
- Need to walk dog	0	1	0	1	2
- Weather	0	1	0	1	2
- Showing area to friend	0	0	1	1	2
Sample size	20*	20*	10*	50*	N/A*

6. Would you be likely to do any of the following on a future visit?

*NB. Respondents could tick more than one option**

LIKELY ACTIVITY	Weekday (1/2 term)	Sat	Sun	Total	%
Walk (if didn't walk today)	2	6	3	11	22
Longer walk than today	15	11	4	30	60
Waymarked walk	8	9	4	21	42
Cycling or mountain biking	15	10	8	33	66
Guided walk	4	4	1	9	18
Family activities	5	4	1	10	20
Art or craft workshop	3	2	2	7	14
Sample size	20*	20*	10*	50*	N/A*

7. Is there anything else you'd like to be able to do here, that you can't do at present? (please say what)

ACTIVITY	Weekday (1/2 term)	Sat	Sun	Total	%
Canoeing, rowing or sailing	3	0	2	5	10
Linear bike hire	0	0	1	1	2
Photography workshop	0	0	1	1	2
Nothing else	17	20	6	43	86
Sample size	20	20	10	50	100

APPENDIX 4

EDUCATIONAL USE OF THE UPPER DERWENT VALLEY

Our assessment of educational use involved reviewing previous reports and consultations with key users.

A. Review of previous studies

Two reports have been conducted by students from Sheffield Hallam University.

- Kay Noble (2000) *Environmental education in the Upper Derwent Valley*.
- Tom Bishop (2002) *A report on the educational use of the Upper Derwent Valley from 25.03.02 – 31.05.02.*

1. Kay Noble's study

In 2000 Kay Noble looked briefly at Environmental Education in the Upper Derwent Valley. During a six week period in April and May 2000 she spoke with educational groups using Fairholmes car park. The schools were from Sheffield, Manchester, Doncaster, Leicester and Northampton. Their visits were mostly between 1-5 hours, with those on shorter visits usually going on to another site such as Castleton or Bakewell.

- 17 Primary schools (inc. 1 special needs school)
- 21 Secondary school
- 2 University Groups (Environmental Sciences and Tourism)
- 1 adult special needs group (developing life skills)

They were visiting the Upper Derwent Valley to study:

- Landscape and landscape formation
- Land use conflict
- GCSE Geography work
- Life skills
- And as reward for good behaviour in school

2. Tom Bishop's study

This was based on findings of a survey distributed to formal education groups visiting the Upper Derwent Valley between March and May 2002. There were 80 educational visits recorded. 35 schools were mailed questionnaires and 15 (44%) returned completed forms.

Results from both studies

The main results were:

- average group size was 18 but several groups numbered more than 40.
- the groups were mainly Key Stages 2, 3 and 4. The special needs groups had no specific attainment targets for their time in the Upper Derwent Valley.

- 81% of groups chose to visit the Upper Derwent Valley based on prior experience
- 89% of groups had used the Upper Derwent Valley for educational visits previously
- 54% of the groups were using the site primarily to study Geography, 22% primarily for Science, 13% History, 10% Art, 1% other
- Geography was one of the reasons for 82% of visits
- 42% of educational visitors intended to stay between 1-3 hours – these were younger children or those who had travelled further.
- Visits were usually either in the morning or afternoon; only 2 of the 30 respondent groups spending the whole day in the Upper Derwent Valley.
- Most groups intended to travel between 0-5 km in The Upper Derwent Valley.

Geographical origin of groups 2002

Nottingham	11
Mansfield	4
Sheffield	4
Bamford	3
Alfreton	2
Derby	2
Glossop	2
Rotherham	2
Worksop	2
Bakewell	1
Dewsbury	1
Doncaster	1
Dudley	1
Gainsborough	1
Hertfordshire	1
Leicester	1
Newark	1
Peterborough	1
Selston	1
Other	3

Preferred developments for education in the Upper Derwent Valley

Respondents were asked about what developments they would prefer to see in the Upper Derwent Valley. Their top four responses were:

1. Development of website
2. Self led packs
3. Environmental education Officer
4. Classroom/Shelter

93% of respondents said they would be willing to book in advance

B. Consultations with key users

Losehill Hall (Peak District National Park Study Centre)

The Upper Derwent Valley is used by Losehill Hall for educational visits, mostly by secondary schools, with groups studying Hydrology and Sustainable Management. Most visiting schools groups come from the Sheffield and Manchester areas. Around 50 visits take place per year with an average group size of 25, but groups can be as large as 50, especially when cycling. The activities mostly take place at three sites: Cranberry Clough, Bull Clough and Slippery Stones. According to Liz Ballard, Education Visits Service Manager, there are no current plans to increase, decrease, or change in any way the current pattern.

The National Park Education Service is reviewing the amount of face to face contact it should have with groups. They are developing a new programme of traditional environmental education for Primary Schools, to be delivered by The Ranger Service. The aim is to ensure that every local primary school will participate, although this may be as little as one day per year per school. A new Youth Ranger Scheme has been developed and other initiatives are being developed following a survey to establish what local young people want to do in their countryside.

The Education Service is reviewing the strategy for promoting understanding of the National Park through education, community engagement and interpretation and is looking at the possibility of promoting the Upper Derwent Valley as a Gateway Site. Even though it is not geographically a gateway, the Valley's location, accessibility and high urban engagement make it a good candidate for gateway treatment. They are also working on identifying the key messages for the Valley encouraging visitors to recognise the Upper Derwent Valley as a place within the National Park, rather than a site on its own.

Lockerbrook Outdoor Centre

According to Gill Jones, Centre Manager of Lockerbrook Outdoor Centre until August 2005, the Upper Derwent Valley is used by:

- 15 Cycling groups per year
- 30 Weekend Walks from Lockerbrook to Fairholmes and back.
- 20 Night walks to Bridge End and back

She did not envisage any change to the patterns in the foreseeable future.

APPENDIX 5

PUBLIC TRANSPORT LINKS TO THE UPPER DERWENT VALLEY

Introduction

The information is grouped into transport by train and secondly by bus from Sheffield, Manchester/Stockport, Huddersfield, Barnsley and Rotherham. Links from trains and bus stops to the site and the bus service operating from Fairholmes to Kings' Tree are considered. Most operators do not offer times for journeys more than 3 months in advance but evidence of seasonality is included where available.

Information from different sources (e.g. from different providers' websites or between printed and online timetables) is often conflicting, making for confusion for both travellers and researchers. This is likely to be a barrier to using public transport.

Travel by train

Bamford is the closest station to the site; others close by being Hope, Edale or Hathersage. Northern Line Trains between Sheffield and Manchester (the Hope Valley Line) pass through these stations quite quite frequently.

Sheffield to Bamford

The journey from Sheffield to Bamford takes around 25 minutes.

Day of Service	Frequency of Service
Monday to Friday	Approximately every two hours
Saturday	Approximately hourly
Sunday	Approximately every two hours

The return journey runs to a similar schedule.

	Earliest Arriving	Latest Departure
Monday to Friday	06.43	23.11
Saturday	06.43	23.11
Sunday	09.43	23.00

Seasonality: The services are similar in the spring/summer and autumn/winter months, other than 2 extra services on Sundays. Hence, in the summer months visitors can arrive every hour in the mornings rather than only at either 9.52 or 12.05 in autumn/winter.

There is provision for only up to 2 cycles on each service, meaning that groups of cyclists cannot travel to The Upper Derwent Valley by train.

Manchester to Bamford

Day of Service	Frequency of Service
Monday to Friday	Approximately every two hours
Saturday	Approximately hourly
Sunday	Approximately every two hours

Trains from Manchester have a journey time of just over 50 minutes to Bamford and 2 additional Sunday services in the summer months.

	Earliest Arriving	Latest Departing
Monday to Friday	06.37	23.08
Saturday	06.37	22.30
Sunday	08.43	22.30

Seasonality: The services are similar in the spring/summer and autumn/winter months, other than 2 extra services on Sundays. Hence, in the summer months visitors can arrive every hour in the mornings rather than only at either 08.43 or 10.35 in autumn/winter. The latest train is still at around 22.30.

There is provision for only up to 2 cycles on the Manchester service, meaning that, again, groups of cyclists wishing to travel to The Upper Derwent Valley by train face real difficulty.

Stockport

There are 10 trains which travel directly to Bamford from Stockport arriving between 09.36 and 22.37.

Huddersfield to Sheffield

On weekdays and Saturdays, trains to Sheffield run approximately every half hour, arriving from 05.30, either directly or via Leeds or Wakefield. Both services take around the same length of time – approximately an hour and twenty minutes.

On Sundays, the service operates every half-hour to 45 minutes but the journey from Huddersfield to Sheffield can take as long as 3 hours (06.30 service, which is the earliest train) and the duration of most services is between an hour and a half to 2 hours.

The latest return train on Sundays is at 22.39 but this service takes over two and a half hours.

Huddersfield to Bamford

The journey from Huddersfield to Bamford takes between two and a half and four hours by train (followed by the additional bus journey to the site). The motivation to use public transport rather than drive around 25 miles in one's own car is therefore questionable.

	Earliest Arriving	Latest Departing
Monday to Friday	05.30	23.21
Saturday	05.30	23.21
Sunday	09.30	22.39

Seasonality: Information relating to summer services was not available.

Rotherham to Sheffield

Trains from Rotherham to Sheffield, with a journey time of around 15 minutes run every fifteen to twenty five minutes, Monday to Friday, with short wait at Sheffield for the link to Bamford.

	Earliest	Latest
Monday to Friday	06.30	23.27
Saturday	06.38	23.24
Sunday	08.41	23.24

Chesterfield to Sheffield

The first train to arrive in Sheffield from Chesterfield on Sundays is at 10.05 and the last train to leave is at 23.00. However, the most convenient train would leave Chesterfield at 11.00, changing in Sheffield to arrive at Bamford at 12.05, a little over an hour later.

Travel by bus

Connections between Bamford and Fairholmes

Sundays

The bus between Bamford to Fairholmes runs regularly on a Sunday morning and links well to trains arriving from Sheffield and Manchester.

The earliest bus to Fairholmes is at 09.20 and there is an extra service at 11.00 in addition to the ten past and twenty to the hour services. The trip to Fairholmes takes around fifteen minutes.

Return buses to Bamford on Sundays run approximately hourly around half past the hour with additional services which link to train departure times. However, visitors wishing to use the last bus service, which leaves at 18.20 will face a wait of 30 minutes for a Sheffield train (19.04) and a wait of an hour and a half for a Manchester train (20.03).

Weekdays

The direct bus service from Bamford to Fairholmes is much reduced during the week, with a morning service at 8.10, one in the mid afternoon and an evening service at 18.24.

The only return journeys to the station are at 08.25, 09.47, which take 15 mins, then an afternoon journey using bus and train taking more than an hour, and an evening service at 18.20, which takes two and a half hours!

Saturdays

On Saturdays there are 3 buses in the morning between 07.27 and 11.00, a bus at 16.24 then a final service at 18.24.

Returning to the station, a bus leaves at 10.10, 16.48 and an evening bus at 18.20, arriving at Bamford station 18.35. On Sundays, the times link with trains to both Sheffield and Manchester.

Bamford to Fairholmes

	Earliest departing to Fairholmes	Latest return to Bamford
Monday to Friday	08.10	18.20
Saturday	07.27	18.20
Sunday	09.20	18.20

Buses from Sheffield

Monday to Friday

During the week buses from Sheffield to Bamford run regularly, with two services per hour, arriving all day between 06.40 and 22.10, with a journey time of between 30 and 45 minutes.

The return service runs with two services per hour, all day from 07.22 to 23.41, with a journey time of between 30 and 45 minutes.

Saturday

Buses run regularly on Saturdays from Sheffield to Bamford and back with at least two services per hour. Buses arrive at Bamford between 08.54 to 22.54 and return between 07.22 and 23.41 from Bamford.

Sunday

On Sunday mornings there are between two and three services per hour, allowing connections to Upper Derwent to be made with around a 20 minute wait.

Return buses to Sheffield leave regularly, and for visitors wishing to use the latest bus from Fairholmes at 18.20, there is a connecting bus to Sheffield at 18.35, which is more convenient than waiting for the train at 19.04.

Sheffield to Bamford

	Earliest arriving	Latest departing
Monday to Friday	06.40	23.41
Saturday	08.54	23.41
Sunday	09.20	23.00

Buses from Manchester

Monday to Friday

To arrive in Bamford by bus during the week appears more difficult than arriving by train, as the route suggested by the online UK bus planner (www.ukbus.co.uk) suggests a bus to Sheffield then a connection to Bamford, taking around three hours in total. To try to travel only by bus, via Glossop would take almost 10 hours from 07.45 to 17.51!

Saturday

Saturdays are similarly difficult with only 6 services all day arriving between 11.52 and 20.54 but with the journey, again via Sheffield, taking around 3 hours.

Sunday

On Sunday morning there is a faster service to Bamford from Manchester leaving at 09.00 and arriving at 10.45. After that there are another 6 services all day until 08.32 but each requires at least one or two bus changes and takes up to 32 hours.

Buses from Stockport

The service to and from Stockport is as difficult as that from Manchester if travelling only by bus. A combination of bus and rail travel offers more opportunities and offers up to three possibilities to travel per hour between 0600 and 2230.

Buses from Barnsley

It is possible to travel from Barnsley to Sheffield directly by National Express or by bus via Stocksbridge between 0600 and 0145, but after 0830 the service is limited and it is easier to make the connection by train. The return journey to Barnsley is equally limited and the connecting National express coaches leave at either 1525 or 1925, which may mean either a short visit or long day out with little scope for flexibility.

Buses from Huddersfield

To arrive from Huddersfield, again the easiest journey is by bus and train, rather than entirely by bus. If bus only routes are used, there are only three services per day from Huddersfield to Sheffield. The journey from Huddersfield to Bamford takes a minimum of three hours.

Buses from Chesterfield

Monday to Friday

There are more than 80 buses a day from Chesterfield to Sheffield, and similar returning. The journey takes between half an hour and an hour depending on the type of service.

Buses arrive in Sheffield from 06.35 and run all day and into the early hours of the next at 04.05. Return journeys run between 05.05am and 02.05 the next morning.

Connections to Bamford are easily met and it would be possible to do the whole journey from Chesterfield to Fairholmes in around an hour twenty minutes.

Weekends

Bus services are similar on Saturdays and reduced on Sundays but there are still around 35 buses between Sheffield and Chesterfield every Sunday between 05.20 and 02.05.

Fairholmes to King's Tree

On Saturdays and Sundays a bus operates between the Fairholmes Visitor Centre and King's Tree, the furthest point on the western side of the Reservoir that vehicles can travel.

On Sundays, the buses run regularly at roughly ten past and twenty to the hour starting at 09.35 and finishing at 17.40. The trip takes 15 to 20 minutes. The return leg runs similarly every half hour from 09.50 until 18.00.

This service appears to be little used.

APPENDIX 6A

UDV INTERPRETATION AUDIT: ASSESSMENT FORM

Assessor:.....

Date:.....

Scoring: 1=NOT AT ALL 2=SLIGHTLY 3=REASONABLY 4=VERY

1. Brief description of facility (panel, sign, carving etc) and size

.....

2. Location

Mark exactly on map if possible

3. Prominence/visibility 1 2 3 4
Easy to see or would you walk straight past it?

4. Is the content

Easy to understand? 1 2 3 4
(language, reading age etc)

Relevant to audience? 1 2 3 4

Interesting to audience? 1 2 3 4

Intended to affect behaviour? 1 2 3 4

5. Is the presentation

Attractive/interesting? 1 2 3 4

Easy to follow? 1 2 3 4
(layout, text hierarchy etc)

Easy to read? 1 2 3 4
(text size, colours etc)

6. What (if anything) is the key message?

.....

Description	Full colour panel: "Welcome to UDV"				
Location	Fairholmes - shelter opposite café				
Quantity	1				
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key message	Things to see and do in UDV				

Description	Full colour panel: "Working together"				
Location	Fairholmes - shelter opposite café				
Quantity	1				
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	Various agencies look after the UDV				
Comments	Some text too small				

Description	Full colour panel: "Diversity of life"				
Location	Fairholmes - shelter opposite café				
Quantity	1				
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	None clear				
Comments	Breaks all visual accessibility "rules"!				

Description	Full colour panel: "Duck diet"				
Location	Fairholmes car park				
Quantity	1				
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	Give ducks special food, not bread etc				

Description	Full colour panel: "Help wild birds"				
Location	Fairholmes car park				
Quantity	1				
Prominence	Easy to see	3			
Content	Easy to understand	3			
	Relevant to audience	3			
	Interesting to audience	2			
	Intended to affect behaviour	4			
Presentation	Attractive/interesting	2			
	Easy to follow - hierarchy etc	2			
	Easy to read - text size/cols	2			
Key Message	Attract wild birds to your garden				

Description	Full colour panel: "Environmentally sensitive area"				
Location	Fairholmes - start of footpath to dam				
Quantity	1				
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	This area is within the North Peak ESA scheme				

Description	Full colour panel: "Lost villages"				
Location	Eastern shore of Ladybower				
Quantity	1	1	2	3	4
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	Remains of a village are under the water				
Comments	Text in right-hand box too small Language over-simplistic & "educational"				

Description	Monochrome panel				
Location	Birchinlee				
Quantity	1	1	2	3	4
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	This was the site of the dam-builders' village				
Comments	Far too much text				

Description	Full colour panel: "Discover woodland life"				
Location	Derwent Overlook car park				
Quantity	1	1	2	3	4
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	None clear				
Comments	Text in box too small Language over-simplistic & "educational"				

Description	Monochrome panel: "Upper Derwent Valley"				
Location	Derwent Dam (west side)				
Quantity	1	1	2	3	4
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	You consume this water				
Comments	Far too much text				

Description	Full colour panel: "People & landscape"				
Location	Opposite Bridge End car park				
Quantity	1	1	2	3	4
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	People have changed this landscape				
Comments	Language over-simplistic & "educational" Text in box too small				

Description	Full colour panel: "Living, working landscape"				
Location	Hurst Clough car park				
Quantity	1	1	2	3	4
Prominence	Easy to see				
Content	Easy to understand				
	Relevant to audience				
	Interesting to audience				
	Intended to affect behaviour				
Presentation	Attractive/interesting				
	Easy to follow - hierarchy etc				
	Easy to read - text size/cols				
Key Message	Looking after landscape is hard work				
Comments	Language over-simplistic & "educational" Text in box too small				

APPENDIX 7

PEAK DISTRICT WALKING BOOKS

8 Walks Around the Derwent Dams, PDNPA, 1990

Booklet of routes alongside dams and through adjoining woodland to Win Hill, Pike Low and Hagg Farm area

Walk the Peak District by Brian Spencer, Bartholomew, 1987

Spiral-bound guide, walks incl Derwent Moors via Ashopton and Ladybower Wood; circuit of Ladybower Res with western side over Crook Hill to Lockerbrook Farm and down through woods; Win Hill via Woodlands Valley

Walking in Peakland by Roger Redfern, Cicerone Press, 2001

Features hillwalks from valleys out on to moors (Westend and Uppermost Derwent Valley, Margery Hill and the Howden Moors, Up the Alport and Down Oyster Clough)

Derbyshire Walks with Children by William Parke, Sigma Leisure, 1997

Short walk entitled Derwent Reservoirs from Fairholmes up to Lockerbrook Farm, then south to Crook Hill and back partly along waterside

Walking from your car in Derbyshire by Astrid & Ray Russell, Sigma Leisure 1995

Features circular Derwent Edge route from Fairholmes east up on to moors and back

High Peak Hikes by David Frith, Sigma Leisure, 1996

So-called 'Dambusters March' of 8 miles encircling UDV, from Fairholmes to Ashopton Viaduct, Crook Hill, Lockerbrook and east via Bamford House to Lost Lad, Salt Cellar and Wheel Stones.

High Peak Walks by Mark Richards, Cicerone Press, 1982

Series of detailed walks all more or less leading out of UDV on to moors (Howden Edge, Derwent Edge, Bleaklow Stones, etc)

The Bogtrotter's Guide by Chris Holmes, Sigma Leisure, 1994

Upland routes on eastern moors, beginning either at Fairholmes or Ashopton Viaduct: circular to Derwent Edge; Howden Edge & Margery Hill; and moors north of Slippery Stones

A Walker's Guide to the Upper Derwent by Norman Sanders, PDNPA, 1984

Detailed guide to all the paths and tracks in the UDV, divided into 'The Valleys' (main UDV, UDV side cloughs east of the river, UDV side cloughs west, and the Westend valleys incl side cloughs) and 'The Tops'. The latter is broken down into: Eastern Edges, Ronksley Moor ridge, Alport Castles to Bleaklow ridge, Alport Valley to Grains in the Water, and Bleaklow ridge.

APPENDIX 8

UPPER DERWENT VALLEY WEB SEARCH

A. Site-specific searches

- **Visit Peak District - The official tourism site for The Peak District**
<http://www.visitpeakdistrict.com/>

The site is grouped into categories of information:

Where to stay/ places to visit/ where to shop/ food and drink/ activities / winter activities / what's on / what's new / walking festival / map / weather and travel / send a postcard / links / industry.

A search of the above categories for references to the Upper Derwent Valley found only references to Derwent Valley Mills Heritage Site. The Upper Derwent Valley is not even identified on the interactive map of the Peak District.

A whole site search, using Upper Derwent as the search term, yielded several references to events and ranger activities taking place at the site in the next few months.

- **The National Trust Website**

A search using Google for **National Trust Upper Derwent** links to an interesting page from the National Trust's website in the Peak District. The page gives geology, habitat and fauna, history and information and describes what to do and see in the Upper Derwent Valley at different times of year. Open access, conservation and restoration are mentioned, followed by physical access information.

http://www.nationaltrust.org.uk/main/w-global/w-localtoyou/w-east_midlands/w-east_midlands-places-peakdistrict/w-east_midlands-places-peakdistrict-seeanddo/w-east_midlands-places-peakdistrict-map-derwent_howden_moors.htm

A search of The National Trust's home page search facility yielded 12 hits relating to the Upper Derwent Valley ranging from the Alport Management Plan 2002 – 2007 to a list of places to stay in the area.

➤ **Severn Trent Website**

<http://www.stwater.co.uk/server.php?show=nav.5754>

A search for Severn Trent Upper Derwent gave a link to five pages relating to the Upper Derwent Valley – an introduction page with links to:

- Activities – mentions contacts for fishing and cycling and lists what people can do
- Facilities – mentions visitor centre, refreshments kiosk etc and also partnerships with Ranger Service and NT wardens.
- Facts – brief human history and how/why the dams were constructed. Dam Busters. Also talks about recent improvements at Heatherton – surely means Heatherdene?
- Local attractions – Local Tourist Information Centres, Chatsworth House and Haddon Hall are listed with contact numbers.

➤ **The Peak National Park Authority Website**

www.peakdistrict-nationalpark.info/time/Derwent/

Part of The Peak District National Park Authority's official website, an inviting and informative site that looks at the Upper Derwent from the following perspectives.

After the Ice Age
Burials and Barrows
Iron Age to Roman Farming
Medieval Forest Grange
Interconnected Landscape
Charcoal Burning
Grouse Shooting vs. Rambling
Dam Builders

An exploration of the full site lists 30 search results relating to the Upper Derwent Valley but some are very tenuous.

B. Using search engines

Searches were performed using Google, Yahoo! and Lycos. Search terms used were Upper Derwent Valley, Derwent Reservoir, Ladybower Reservoir, Howden Reservoir, Heatherdene and Fairholmes.

Search under 'Upper Derwent Valley'

- Google returned 278 000 results
- Yahoo! Returned 188 000 results
- Lycos returned 16 500 results

4 Peak District National Park Authority sites were returned on the first page with Yahoo, 3 with Google and Lycos listed 1 PDNPA site on the first page. They are listed here in rank order.

- www.peakdistrict.org.uk

First on Lycos list. It is, however not the site for the PDNPA but an independent resource guide called united kingdom.co.uk offering links to accommodation, and other links to Peak Park guides. It makes no mention of the Upper Derwent Valley.

- <http://www.peakdistrict-education.gov.uk/Fact%20Sheets/fz9UpD.htm>

1st listing on Google, 8th on Yahoo.

PDNPA education Fact Zone page relating to Upper Derwent Valley. Geology, history, Reservoirs and water supply are included and then the water authority. Links to two further pages describing landscape, farming, forestry, Raises issues and asks questions.

- www.peakdistrict.org/pubs/access4all/derwent.htm

Both Google and Lycos listed this guide to parking and facilities, with a link to Peak Cycle Hire. Strangely, no mention of pubs.

- www.peakdistrict-nationalpark.info/time/Derwent/

Both Google and Lycos listed this site. Part of The Peak District National Park Authority's official website,.

Search under 'Fairholmes'

753 Google hits

1. **Uktravel.com - Information Centers** iCenter Name: **Fairholmes** (Derwent Valley) TIC. City: **Fairholmes**. Phone www.uktravel.com/center.asp?centerCity2=Fairholmes¢erCity=f&offset=0
2. **www.peakdistrict-nationalpark.info/ studyArea/factsheets/09.html Peak District National Park: Study Area** Fact Sheet 9 relating to The Upper Derwent Valley
3. **www.dalesman.co.uk/walks/derwent.htm**
Walk around the area. Kings Tree, reached by bus from the **Fairholmes** car park beneath the ...Finish: **Fairholmes** car park. Terrain: An easy walk on stony tracks round the **reservoir**.
4. **www.stwater.co.uk/server.php?show=conMediaFile.516 Severn Trent leaflet [PDF] special OR View as HTML** but not obvious from the search result that this is The Upper Derwent Valley leaflet in PDF form from Severn Trent. (Not interactive as it is either a PDF or an HTML file, basically a copy of the Upper Derwent A4 folded leaflet.
5. **www.stwater.co.uk/server.php?show=conMediaFile.1044 File Format: PDF/Adobe Acrobat - View as HTML**As above is a list of activities at Fairholmes through August 2005 for example **Fairholmes** Children's. Fun Day. Thurs 11 Aug. Meet at the **Fairholmes** Centre at 10.30am for a day of summer holiday activities with an environmental theme. [[More results from www.stwater.co.uk](http://www.stwater.co.uk)]
6. **www.britishwalks.org/walks/2005/685.php Walk #685: A circular walk from Fairholmes to Alport Castle.** Start Location, **Fairholmes** car park, Derwent Reservoir ... This walk starts off from **Fairholmes** Car park, which is situated on the western side of Ladybower.
7. **www.cressbrook.co.uk/walks/cycletxt.htm Cycle Trails & Cycling in the Peak District National Park**
A simple route from the **Fairholmes** centre around the northern arm. This starts just a few hundred metres south of the **Fairholmes**
8. **www.walkingbritain.co.uk/walks/walksv1/vw091.shtml Crook Hill and Ladybower Reservoir - a Peak District Walk** Guided walk. The start is the car park at **Fairholmes**

9. www.jamiebassnett.co.uk/derwentedgefromfairholmes.htm **Trekking Britain - Derwent Edge From Fairholmes** Mountain trekking, fell walking and hill hiking in Britain with photography and guides.
10. www.derbyshireos.org.uk/Dams.html **The Dams Derbyshire Ornithology Society**
General info about transport, plus maps, habitats and what to see there.

Search under 'Derwent Reservoir'

103,000 hits

N.B This search was ambiguous; it yielded a high number of results for Derwent Water in County Durham.

1. www.drsc.co.uk/ **Derwent Reservoir Sailing Club** Sailing and windsurfing club. Details of membership, events, opening hours, photographs and results.
2. www.derbyshireuk.net/derwentvalley_reservoirs.html **Derwent Valley Reservoirs in Derbyshire and the Peak District ...** Information and photographs on the **Derwent Valley Reservoirs** in Derbyshire and the Peak District National Park.
3. www.dalesman.co.uk/walks/derwent.htm - 35k **Welcome to The Dalesman** The Howden **Reservoir** was the first of the **Derwent Reservoirs** to be started in ... The track continues alongside the eastern shore of the **Derwent Reservoir**, ...
4. digicam69.users.btopenworld.com/derwentedge.htm **Derwent Edge, Derwent Reservoir, Ladybower Reservoir** After Lost Lad, a walk across open moorland before **Derwent Reservoir ... Derwent Reservoir**, just around the bend in the distance is Howden Dam and **Reservoir ...**
5. www.go4awalk.com/userpics/ronlinton4.php **Derwent Reservoir walking Peak District walks** Walk pictures and photography of Peak District walks hikes and rambles on Derbyshire Staffordshire walking footpaths & hiking trails in England, Scotland, ...
6. www.peakdistrict-education.gov.uk/Fact%20Sheets/fz9UpD.htm **The Peak District National Park - Fact Zone 9. Upper Derwent ...** The Derwent valley was very attractive for building reservoirs as it has long deep valleys with narrow points for dam building, a high rainfall (average ...

Search under 'Ladybower Reservoir'

19,000 hits

1. www.highpeak.co.uk/hp/h_ladybd.htm **Ladybower - High Peak Ladybower** With the building of the **Ladybower Reservoir**, adjacent to Howden Reservoir, the villages of Derwent and Ashopton were completely submerged. ...
2. www.cressbrook.co.uk/hopev/ladybwr.htm **Ladybower and the Derwent Dams, Derbyshire, England.** Information about **Ladybower** and the Derwent Dams, Derbyshire, England, in the Peak District. ... At the time this was the largest **reservoir** in Britain. ...
3. www.picturesofengland.com/Ladybower **Pictures of Ladybower Reservoir, , , England. Ladybower Reservoir ...** Pictures of **Ladybower Reservoir** in England, **Ladybower Reservoir** hotels, accommodation, history, maps, and reviews, at PicturesOfEngland.com.
4. www.go4awalk.com/userpics/nicksnape2.php **Derwent Dam and Ladybower Reservoir walking Peak District walks** Walk pictures and photography of Peak District walks hikes and rambles on Derbyshire Staffordshire walking footpaths & hiking trails in England.
5. www.go4awalk.com/userpics/peterwoods8.php **Ladybower Reservoir from Derwent Edge walking Peak District walks** Walk pictures and photography of Peak District walks hikes and rambles on Derbyshire Staffordshire Cheshire walking footpaths hiking and trekking trails.
6. www.waterscape.com/Ladybower_Reservoir **Ladybower Reservoir: Waterscape.com** The complete guide to holidays, breaks, days out, where to go & what to do on & around UK canals, rivers, navigations & other inland waterways **Ladybower Reservoir, Sheffield**
7. www.spinsheffield.com/tours/Ladybower_Reservoir/ **Virtual Tour Guide of Sheffield**, UK, including major Conference Venues, Hotels, Bars and Restaurants, Nightclubs, Leisure and **Entertainment Venues and all ...**
8. digicam69.users.btopenworld.com/derwentedge.htm **Derwent Edge, Derwent Reservoir, Ladybower Reservoir** Before the construction of **Ladybower Reservoir** the villages of Ashopton, Close to Bamford is **Ladybower Reservoir**, Ashopton viaduct in the distance. ... **ladybower inn, ladybower reservoir, ladybower, ladybower pubs ...**

9. www.peakdistrictonline.co.uk/content.php?categoryId=1973 Peak District Online - finding you the best information on Peak District Pubs...

10. www.buyimage.co.uk/photonet/peaks01/20.html **ladybower reservoir peak district high peak** Go To Buy image homepage for access to over 2000 uk landscape images · Obtain quotation for using any image from this site in your commercial publication, ...

Search under 'Howden Reservoir'

52,200 hits

1. www.go4awalk.com/userpics/renataedge5.php **Howden Reservoir walking Peak District walks** Walk pictures and photography of Peak District walks hikes and rambles on Cheshire Derbyshire Staffordshire walking footpaths & hiking trails in England, ...

2. www.walkingbritain.co.uk/walks/walks3/w213c.shtml **Howden Reservoir - Walking Britain** Surrounded by wild moors this view is typical with Margery Hill forming the skyline.

3. www.walkingbritain.co.uk/walks/walks3/w213b.shtml **Howden Reservoir - Walking Britain** This **reservoir** is the uppermost water storage facility in the Derwent valley.

4. www.dalesman.co.uk/walks/derwent.html **Welcome to The Dalesman** The **Howden Reservoir** was the first of the Derwent **Reservoirs** to be started in 1901: the Derwent was started a year later. To facilitate the moving of stone ...

5. jake.typepad.com/photos/derwent/08060017.html **Derwent Reservoir Ride: Howden Reservoir** Series of photos from a MTB'er

6. en.wikipedia.org/wiki/Howden_Reservoir - **Howden Reservoir - Wikipedia, the free encyclopedia** The **Howden Reservoir** is one of three **reservoirs** in the Upper Derwent Valley ... After **Howden**, the River Derwent flows through Derwent **Reservoir** and finally ...

7. www.ncl.ac.uk/hydroinformatics/rbhd/derwent/upper.html **The Upper Catchment** The River Derwent at Slippery Stones above **Howden Reservoir** ... Originally solely operating in conjunction with **Howden Reservoir**, increasing demand led to ...

8. www.peakdistrict-education.gov.uk/Fact%20Sheets/fz9UpD.htm **The Peak District National Park - Fact Zone 9. Upper Derwent ...**

Gothic style dams were built to contain the waters of **Howden Reservoir** (1912) and **Derwent Reservoir** (1916). Birchinlee village was built to house the ...

9. www.derbyshireuk.net/derwentvalley_reservoirs.html **Derwent Valley Reservoirs in Derbyshire and the Peak District ...** **Howden** Dam and **reservoir** in Derbyshire and the Peak District National Park **Howden** Dam. **Derwent Reservoir** in Derbyshire and the Peak District National Park ...

www.derbyshire-photographs.co.uk/ladybower130041.html **Derbyshire Photographs - Photographs from the Upper Derwent Valley ...** Peak District area of the UK - Upper Derwent Valley including **derwent reservoir**, **ladybower reservoir**, **ho**

C. Public transport websites

<http://ojp.nationalrail.co.uk>

National Rail Enquiries

http://www.northernrail.org/travel/download/2005_timetables/23.pdf

Sheffield to Manchester train timetable

<http://www.northernrail.org/pdf/northern-rail-network-map.pdf>

Map of northern rail services

http://www.wymetro.com/NR/rdonlyres/C5C74C8B-C211-47D6-82C2-86D87C4EFD7F/0/Hallam_SuAu05.pdf

Hallam line train timetable – Leeds to Sheffield, via Barnsley

http://www.wymetro.com/NR/rdonlyres/4744F6AF-0928-4C37-9CB1-B6CB9027EEBF/0/Wakefield_SuAu05.pdf

Metro train timetable from Rotherham to Sheffield

(<http://www.ukbus.co.uk>)

Bus and rail travel planner

APPENDIX 9

UPPER DERWENT VALLEY LEAFLETS

Title	Description	Produced by	Where acquired	Cost
Upper Derwent Valley – discover and enjoy	1/3 A4 full-colour leaflet (general intro & map)	PDNPA, STW, NT, FC	Fairholmes Visitor Centre	Free
Explore the High Peak Estate	1/3 A4 full-colour leaflet (whole estate intro & map)	NT	Fairholmes Visitor Centre & remote dispensers	Free
Hunters of the valley	1/3 A4 one-colour leaflet (raptors)	Unknown	Fairholmes Visitor Centre	Free
Fire kills	1/3 A4 full-colour leaflet (safety advice)	MFF	Fairholmes Visitor Centre	Free
Discover your Peak District	1/3 A4 full-colour leaflet (events listing includes 3 in UDV)	NT	Fairholmes Visitor Centre	Free
Peak Cycle Hire	1/3 A4 full-colour leaflet (promotion, hire points & prices)	PDNPA & DCC	Fairholmes Visitor Centre	Free
8 Walks around Derwent Edge	Booklet (non-standard size), two-colour with full-colour covers (walks from 3.4 to 11.5 miles)	PDNPA	Fairholmes Visitor Centre	£2.99
Summer events	1/3 A4 full-colour leaflet covering all STW sites (includes 8 events in UDV)	SWT	Fairholmes Visitor Centre	Free
Peak District What's On	A5 full-colour booklet covering all kinds of events (incl some in UDV) over four-month period	PDNPA on behalf of partnership with local authorities	Fairholmes Visitor Centre	Free
Cycle Routes in the UDV	A5 single sheet, full-colour, with map and off-road code	PDNPA, STW, NT, FC, DCC	Fairholmes cycle hire (not visitor centre!)	Free

Abbreviations

PDNPA	Peak District National Park Authority
STW	Severn Trent Water
NT	National Trust
FC	Forestry Commission
MFF	Moors for the Future
DCC	Derbyshire County Council