

Workshop 2 – Exercise 1

Key repeated themes:

Importance of marketing – effective marketing for suitable transport services

Smoother changes between different transport modes – an integrated service, including transport hubs

Travel Partnership – working across the Peak District

Different income streams needed

Making transport modes more user focused- e.g. incentives/discounts, and making journeys more fun

Smarter ticketing – 'Peak Passport'

Table 1 Issue 1: Lets champion sustainable + innovative solutions

	Idea 1	Idea 2
What is the idea/intervention?	<p>Bid – importance of marketing Successful bid-writing to pump/start up project Can we introduce discounts/incentives etc. there is a need for a long term plan post funding? Can profit from attraction/visitor services support resident services</p> <p>Important that the visitor services doesn't detract from existing services for residence.</p>	<p>Turning existing bus service into an attraction for visitors as well as supporting residences.</p>
Why will it help?	<p>It is greener to have 1 service that is interlinked and will help maximise resources.</p>	<p>Longer season for both visitors and residence</p> <p>Takes car journeys off the road</p>
What do we have to do to make it happen?	<p>Plan policy – objectives</p>	
Who do we need to mobilise/influence to make it succeed?	<p>S.O.S Expertise in bid writing/consultant?</p> <p>Synergies between DCC + NPA and sharing residences – not in competition i.e. joined up working</p>	<p>Identifying a can do bus operator</p>
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	<ol style="list-style-type: none"> 1. Research building on existing evidence and output from other works 2. Investigate funding opportunities 	<ol style="list-style-type: none"> 1. Consultation with residence and visitors
Who in the group will be the owner?	<p>New transport partnership covering greater Peak District with representatives covering strategic decision making</p>	

Table 1 Issue 2: *Don't be lonely, treat yourself o an excursion by bus*

	Idea 1	Idea 2
What is the idea/intervention?	Make bus travel fun (younger)	The journey is an event for older/isolated residence
Why will it help?	Get people interested at a young age will make public transport more sustainable and future proof.	Opportunity to provide independence, improve confidence, improve integration and reduce isolation,
What do we have to do to make it happen?	Green travel promotion - increase incentives	Improve disable access on buses and provide a joined up/reliable services
Who do we need to mobilise/influence to make it succeed?	Parents, bus operators, schools	Community transport organisations, local authorities, Age UK
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	Decide on responsibilities Form S+P	Another meeting/ build an adaptive plan
Who in the group will be the owner?	Across park transport team	

Table 2 Issue 1: *There's is a need to start the N.P experience by having gateway hubs in the cities (Its your back garden)*

	Idea 1	Idea 2
What is the idea/intervention?	<p>Physical Using current infrastructure - e.g Sheffield station, Chesterfield Station to promote links into the N.P. We should try to create the feeling that you have already started your N.P visit as soon as you arrive at these hubs e.g have ambassadors at hubs, strong N.P branding, inspiring route options and a clear integration between existing routes</p>	<p>Marketing Marketing of the National Park to highlight sustainable travel - inspiring ways "life without limits" through branding and images/virtual tours</p>
Why will it help?	<ul style="list-style-type: none"> • Giving options/alternative to the car - changing, engaging and inspiring. • Transform the mind sets of people. • Promote the benefits for local business both inside and outside the park. • Quality of life can be improved for people in the city. 	
What do we have to do to make it happen?	Engage with transport operator/local business (partnership) It will need initial investment for start-up will need to be sustainable in the long term	
Who do we need to mobilise/influence to make it succeed?	Local councils/city councils Transport operators. Local enterprise partnerships local communities, businesses	Technology companies/ Sheffield Universities? Transport operators
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	2 pilots? Chesterfield - public Sheffield university - student	Environmental Marketing department (Sheffield university) Project
Who in the group will be the owner?	PDNPA - Sarah Fowler? Chatsworth (Luke Sherlock)	Prof Frank Birkin

Table 3: Issue 1:

	Idea 1	Idea 2
What is the idea/intervention?	<u>Visitors</u> Concierge service Common marketing	Research the issue for residents. Via Community Transport. BEG Moorlands Connect
Why will it help?	Targets visitors Timely, friendly service	
What do we have to do to make it happen?	Find funding/decide where - volume	
Who do we need to mobilise/influence to make it succeed?	Commercial & bus operators/attractions	
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	Research – what makes it work	
Who in the group will be the owner?		

Table 3 Issue 2: *Improving an app for the P.D Travel line?*

	Idea 1	Idea 2
What is the idea/intervention?	Marketing and mapping	Website and app
Why will it help?	Raise awareness of existing services	Make it more visitor friendly, head the visitors to traveline.
What do we have to do to make it happen?	Customer insight research, establish what already exists and where problems lie or gaps in provision can be seen.	Convince Travel line to create app_ DMO to lead supported by partners
Who do we need to mobilise/influence to make it succeed?	Transport authorities	DMO, attractions, transport operators
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	Possible pilot	Add to the next agenda of DMO meeting. Ask attendees to add link to trave line as priority (by mother's day!)
Who in the group will be the owner?	All as above	All as above

Table 4 Issue 1: *Transport hubs, lack of integration between modes of transport*

	Idea 1	Idea 2
What is the idea/intervention?	Transport hubs (3) to improve links between modes; train, bus, walking, car club, cycling	Smart ticketing/ Peak District Wayfarer from surrounding Hubs arrival points
Why will it help?	Links to attraction, supports local connections and improves existing resources	Makes it easier to move between different modes of transport, makes it easier to plan, makes travelling on public transport financially viable
What do we have to do to make it happen?	Select and site hubs, establish partnerships, test markets, branding and marketing, product – wayfarer ticket as the base/central to development	Operators and partners to agree to methodology of the wayfarer ticket
Who do we need to mobilise/influence to make it succeed?	Transport operators, NPA, local attractions/businesses, accommodation, councils, local communities	Transport/scheme operators, attractions, accommodation owners
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	Assess current offers and current needs.	Draw up partnership and set up agreements
Who in the group will be the owner?	PDNPA	

Table 5 Issue 1: *day tripper market (getting it sustainable)*

	Idea 1	Idea 2
What is the idea/intervention?	Visitor hubs linked to cycle trails and cycle hubs, park and ride sites (in surrounding towns e.g. Chesterfield) Tour opportunities and model integration.	Peak Park Tickets Sustainable travel Concierge Simple symbols for routes Films and social media and app
Why will it help?	Funnels large volumes of day trippers through key hubs, leave cars behind and make sustainable travel easy	Make journey part of the experience
What do we have to do to make it happen?	1) Mapping hubs, current services linked to attractions and identify gaps in provisions. 2) Market segmentation 3) Identify kick start funding and business case	
Who do we need to mobilise/influence to make it succeed?	SYPTE/TFGM/DCC = Virtual PD Transport authority. Visit Peak District Existing users Planners Councils	
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	Create overarching groups – Visit Peak District Develop scoping study Explore funding opportunities. Develop an integrated ticket. Focus on chesterfield, Chatsworth, trails, Matlock.	
Who in the group will be the owner?		

Table 6 Issue 1: day tripper market (getting it sustainable)

	Idea 1	Idea 2
What is the idea/intervention?	Revenue generation <ul style="list-style-type: none"> • Application to 6 LEPs to provide a continuous revenue stream • CarNet type initiatives – levy for driving within the National Park but with reduction for residents. Take away car parking charge and have this to replace it. • Create Peak District Transport LEP – made up of 6 LEPs to the NP 	Improving alternative infrastructure (to cars) Business Improvement District forth NP Bid (£107m)
Why will it help?	Creates an annual revenue stream, which is flexible to changes in annual circumstances	
What do we have to do to make it happen?	Create a Peak District LEP that has representatives from all other LEPs Or ... create a community interest group to oversee the funds	Map opportunities
Who do we need to mobilise/influence to make it succeed?	All stakeholders involved LEPS Business Peak District, Local Authorities, DVLA/DFT in terms of tax	
What will happen within the next 6 months? (e.g. a meeting, a pilot, a scoping study)	Birchall Properties would invest/provide some initial resource	<u>Map Development – preferred routes, car park, transport hubs.</u>
Who in the group will be the owner?	<u>Mary/Rachel/Jane PDNPA</u>	