



**DERWENT VALLEY MILLS WORLD HERITAGE
SITE
INTEGRATED TRANSPORT STUDY REPORT**

Executive Summary

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EXECUTIVE SUMMARY**

Introduction

1. Scott Wilson were appointed by the Derwent Valley Mills Partnership in Autumn 2001 to carry out an Integrated Transport Study of the World Heritage Site. The Countryside Agency, East Midlands Development Agency, Derbyshire County Council, English Heritage, Highways Agency and Amber Valley Borough Council have jointly funded this independent assessment of transport issues in the Derwent Valley Mills World Heritage Site (a plan of the site is attached) which is to:
 - provide a strategic framework to guide transport policy and investment;
 - provide a component of the Management Plan for the World Heritage Site.

2. The Management Plan sets out a number of aims and objectives. The principal aim regarding the management of transportation is to:
 - ensure that transportation within the World Heritage Site is managed in an effective and sustainable manner so that the historic fabric, the landscape, the settlements and the communities will be protected from environmental damage whilst safeguarding the needs of residents and other users of the transport system, including visitors.

3. Already congestion occurs during the peak periods on the A6, the main road serving the World Heritage Site, which detracts from the amenity of residents and could be a deterrence to visitors. It will therefore be necessary to develop efficient trip patterns by ensuring there is transport choice and encouraging use of more sustainable transport. The strategy will therefore not be to penalise those who choose to use private cars but to ensure the greatest number of people will be able to move about the valley without incurring damage to conservation sites.

Scoping Study

4. A scoping study has been undertaken in consultation with the stakeholders identified by the Partnership to define existing and future transport problems affecting the World Heritage Site and the six key mill sites and to generate the widest range of potential solutions. The scoping study included a literature review, consultations with local interest groups and with the mill owners and a preliminary framework for Integrated Transport Strategy development. The scoping study also highlighted the absence of objective data on existing trips and trip patterns of residents and tourists, the essential component for forecasting visitor growth and future trip patterns.
5. The Transport Panel, on behalf of the Partnership, accepted the findings of the Scoping Study report. In doing so the Transport Panel acknowledged that a data collection exercise was required in advance of the next study phase, that of Strategy Development.

Surveys and Trends

6. Scott Wilson recommended that the existing trip patterns could be established by:
 - an origin and destination traffic survey and associated volumetric counts on the A6;
 - visitor exit interview surveys at key mill sites and associated volumetric counts;
 - a household interview survey in the buffer zone of the World Heritage Site.
7. The Transport Panel agreed the first and second surveys although it did not feel that a household survey could be justified for the purposes of developing the Integrated Transport Strategy. However the Transport Panel recognised that there may be merits in undertaking a household interview survey as part of the development of a tourism strategy for the World Heritage Site. In so doing, the Transport Panel accepted that some information on potential visitors would be missed.
8. The traffic surveys on the A6 south of Cromford on a Summer Sunday in 2002 identified that:

- Although the traffic flow on the A6 south of Cromford is about 10,000 movements during a typical weekday, Sunday flows are up to 20% higher;
 - on a Sunday less than 4% of traffic is 'long distance' through traffic although 80% of trips are being made between the Peak District (including Matlock Bath and Matlock) and the East Midlands;
 - on a Sunday 60% of the trips are directly related to tourism, leisure and shopping and many respondents indicated that they made leisure trips along the A6 on a regular basis.
9. The visitor surveys at Cromford, Belper and the Derby Silk Mill in July and August 2002 identified that:
- 90,000 – 100,000 visits a year are being made to Cromford Mill with 10,000 to Belper Mill and 35,000 to Derby Silk Mill;
 - 95% of visitors are UK residents on day visits with the majority (about 66%) living in the East Midlands and travelling distance of less than 20 miles;
 - 70% of visitors to Cromford and Belper and 50% to the Silk Mill visited more than one attraction on a visit;
 - 90% of visits to Cromford and Belper and 50% to the Silk Mill are being made by car but 30% have said they would consider using improved public transport;
 - 20% of visitors would be encouraged to make future visits by a park and ride scheme, improved public transport and integrated ticketing;
 - 30% - 45% of visitors indicated that transport improvements would not affect their future visits.
10. Over the course of the study, Scott Wilson were not advised of any plans to develop Darley Abbey and Milford Mills for tourism and very low baseline numbers are evident. Clearly if proposals come forward for significant redevelopment of these sites further investigation will be required. Masson Mill, the third mill not surveyed, evidently is attracting significant numbers of visitors but the management withheld its support for the visitor surveys.
11. Combining the visitor and the traffic survey results it was possible to estimate that approximately 8% of the traffic on the A6 to the south of Cromford on a summer Sunday visits one or more of the mills. Of this 8% approximately one third was on the A6 exclusively for the purpose of visiting one of the mills.

12. The visitor surveys were undertaken for forecasting purposes. It is acknowledged that it is inherently difficult to be precise over a 20 year time span and that there probably are forecasting methods other than the one adopted. The chosen approach involved analysing visitor trends at a sample of established world heritage sites in the United Kingdom and considering overall forecasts of growth in tourism. Two growth scenarios were developed. The optimistic scenario would see visitor numbers increase by 20% in the first 4 years and then by a further 22% over the next 16 years, i.e. 42% over a 20 year time span. The pessimistic scenario will see 12% growth in the first 4 years followed by a decline to existing levels after 20 years, i.e. no growth over a 20 year time span. Figures have been produced showing the impacts on the mill sites based on two sets of assumptions. Firstly, car borne visitors the same as existing, i.e. any future increase in visitor demand uses non-car transport modes. Secondly, the current mode split persists into the future.
13. At certain sites where visitor numbers are currently very low there is clearly potential for much larger increases in percentage terms. However the potential is dependent upon factors such as type, scale and scope of development of the visitor attraction product, the marketing activity undertaken etc. Also, in locations such as Milford and Darley Abbey, any larger increase in visitor number terms would still be from an existing small visitor number base. However, the strategy developed in the following sections is intended to be flexible to cater for some variations in growth. There would also be a need for ongoing monitoring, consultation, consideration of other factors e.g. environmental capacity and a flexible approach to implementing the measures put forward in the strategy. Also any significant changes from existing uses of the mills could be subject to statutory procedures e.g. planning applications.
14. Survey reports are included in an appendix to the Integrated Transport Strategy (ITS) Report.

Strategy Development

15. The process takes forward all the potential measures identified at the scoping stage and is informed both by the traffic and visitor surveys and the visitor growth forecasts. It utilises the preliminary assessment framework from the scoping study. It involves an iterative process of 'refinement – consultation – further refinement'.

16. The components of the comprehensive ideas list from the scoping stage were reviewed and some were discounted as either irrelevant or impractical within the scope and time frame of the study. The reasons for discounting a potential measure are recorded in an appendix to the main study report.
17. The categories of potential measures used were as follows:
 - Manage the private car;
 - Park and ride;
 - Improvements to public transport;
 - Improvements to walking/cycling, river and canal usage.
18. Subsequently, measures in each category were assessed by specialists in transportation, the environment and conservation and tourism and a summary assessment framework was produced. With the approval of the Transport Panel, on behalf of the Partnership, this framework went through a two stage consultation process – a second workshop (with the focus group from the scoping stage expanded to involve other interested parties) and public exhibitions.
19. At the second workshop attendees were to be invited to fill in questionnaires on the measures and their assessment by specialists. Regrettably only 25 of the 55 invitees attended and so the format was changed to foster a discussion of the measures and more general issues. However, there was general agreement with the measures being put forward. Questionnaires were distributed and 12 replies were received. The responses in general agreed with the measures being put forward. Subsequently some additions were made to the measures to be included in the exhibitions reflecting suggestions put forward by the focus group. Approved minutes of the Second Workshop are attached in an appendix of the main study report.
20. Two series of exhibitions were staged – staffed and unstaffed – at centres chosen for their accessibility by the general public. The exhibition material comprised a plan of the World Heritage Site area and information on the wider, strategic and local measures being proposed. A comments book and personal contact information were also provided. Despite advertising, attendance at the public exhibitions was disappointingly low but comments made either verbally or in writing were generally

supportive. Indeed many comments related to enhancing and strengthening the proposals. The comments made are recorded in an appendix of the main report.

21. The final framework was produced taking into account the above consultations and this contained all of the measures to be included in the Strategy Access Plan and the Access Plans of the key mill sites.

Strategy Selection and Refinement

22. Next, a process of refinement was undertaken to ensure the measures will be compatible with broader based policies and strategies affecting the World Heritage Site. The issues addressed were:

- visitor numbers;
- environmental capacity;
- cost and buildability;
- personal safety, risk, crime and inclusive mobility;
- Strategy and policy;
- prioritisation.

23. The conclusions reached were:

- visitors to the World Heritage Site in their cars only represented very small proportions of the total visitors and the total traffic in the Derwent Valley;
- allowing for growth, this position will not change significantly (the development of tourism will not have serious impacts on the currently used transport infrastructure of the Derwent Valley);
- the sustainable transport initiatives proposed to cater for the visitor growth at the mill sites will be available for the benefit of residents and other visitors.

24. Environmental capacity will not be an issue other than in the area of Cromford Mill, although this may need to be reviewed if significant development were to occur. Here measures to encourage the use of sustainable transport will provide appropriate mitigation for forecast visitor numbers.

25. Capacity at Masson Mill is constrained physically.

26. Estimates have been made of costs based on the experience of DCC and Scott Wilson of schemes in progress. It is also difficult to assign costs to some of the measures proposed as they may be self financing once established but require an element of “subsidy” initially e.g. some public transport measures. Some measures will require revenue money on an ongoing basis e.g. marketing and publicity, and others will require capital money to install and revenue money to maintain. Where possible costs have been categorised as <£50k, £50k - £500k and >£500k.
27. Measures and procedures have been identified to reduce the risk of crime and social exclusion. Of necessity they are generic until the detailed design stage.
28. There are no obvious direct conflicts between the Integrated Transport Strategy and existing policies with regard to conservation, tourism, transport and planning.
29. This section of the study has established that:
- With the visitor numbers predicted and the strategy proposed the environmental capacity of the mill sites will not be exceeded;
 - All the proposals from the Strategy Development are compatible with existing policies and can be achieved.
30. Taking account of costs, benefits and impacts on visitors and local interests the measures have been assigned priorities. This clearly is a very broad approach. The following have been judged as being worthy of a high priority:

Wider Measures

- Parking charges strategy for the Derwent Valley;
- Heritage railway;
- Derwent Valley cycleway;
- Work on the Belper Relief Road Assessment;
- Work on the Matlock – Chinley Railway Re-opening (including Matlock – Ambergate twin tracking).

Strategic Measures

- Heritage shuttle bus and/or rail bus;
- Strategic Route Signing (including the P & R sites);

- Development of Park and Ride Sites;
- Improved bus and rail service frequencies;
- Bus Quality Partnerships.

Local Measures

Derby Silk Mill:

- Traffic calming and speed limit review;
- Improvements to pedestrian links (including to Station) and facilities.

Darley Abbey Mill:

- Improvements to pedestrian links and facilities;
- Improved bus frequency and Bus Quality Partnerships.

Milford Mill:

- Improvements to pedestrian links and facilities.

Cromford Mill:

- Traffic calming and speed limit review;
- Charging regime for private/public car parking within/near mill site and parking management within;
- Improvements to pedestrian links (including to Station) and facilities

Masson Mill:

- Charging regime for private/public car parking within/near mill site and parking management within;
- Improvements to pedestrian links and facilities (including Church Walk and river link).

Strategy Access Plan

31. A transport strategy has been developed based on the needs and problems identified during this study to meet the requirement set out in para 2 above. It caters for the peak leisure traffic experienced at weekends and Bank Holidays. The traffic data collection agreed with the Transport Panel to assess the baseline conditions took place on Sundays. The wider economic

issues especially during the week cannot therefore be addressed within the constraints of the available information.

32. The Strategy Access Plan shows wider and strategic measures affecting the whole World Heritage Site including measures that are envisaged to bring about a change in travel behaviour, so that future growth in visitor trips use sustainable transport with no increase in private cars. This requires a shift to public transport.
33. The Strategy Access Plan requires the reorganisation of trips into more efficient patterns by providing travel information, enabling people to change modes of transport easily and public transport improvements.
34. A key part of the strategy is to facilitate interchange between the private car and public transport at gateways to the Derwent Valley. Specific P & R sites have not been identified yet but Ambergate would be an ideal location and it also has a rail station. Hence there is an opportunity to develop a rail bus between Ambergate (or Belper) and Matlock instead of, or as well as a conventional bus service.
35. The concept of a Heritage Bus should be pursued as an additional measure aimed at curbing the growth in vehicular traffic. Other measures include Bus Quality Partnerships and involve improvements to the route and vehicles to improve accessibility.
36. Taking bicycles on trains and buses would be encouraged.
37. Measures to encourage walking and cycling should be encouraged including the development of the Derwent Valley Scenic Route and the Derwent Valley Cycleway.
38. However, an integral part of the strategy must be managing the private car to encourage people to use public transport more easily. Demand would be managed by parking charges so long as they can be universally accepted and adopted.

39. The Strategy Access Plan is attached.

Local Access Plan

40. Local Access Plans have been produced which identify specific opportunities at the mill sites consistent with the overall strategy.
41. Local Access Plans show how mills relate in their local areas in terms of transport and conservation and to the needs of residents and tourists.
42. Although the growth in visitor numbers would not be significant in the wider contexts, there is the potential for localised impacts in the vicinity of the mill sites which should be addressed to meet the needs of residents and tourists. The Local Access Plans identify the requirements for traffic management, parking, improvements to pedestrian and cycle access, integration with public transport now and in anticipation of the future.
43. The individual Local Access Plans are attached.

Recommendations

44. A single implementation body cannot carry out delivery of an integrated transport strategy, particularly in a World Heritage Site. Clearly this will involve a multitude of agencies and cross disciplines. In developing the Strategy and Local Access Plans the Transport Panel will need to work closely with the following lead organisations:

- Public Transport schemes - Derwent Valley Rural Transport Partnership.
- Road based schemes – Derby City and Derbyshire County Councils.
- Parking based schemes – Local Planning Authority and Highway Authority in consultation with private landowners.

It is therefore recommended that the Transport Panel on behalf of the Partnership work with the agencies identified above to develop and

implement the Integrated Transport Strategy in close consultation with the relevant interested bodies.

45. Consultation will be a key element of strategy implementation.
46. A process by which visitor growth will be monitored is needed so that the access plans can be updated to reflect emerging traffic based on robust objective data. This will be essential to inform future decision making.

PLANS