



Travel in the Peak District Survey Results



November 2012

Headlines

- ❖ **226** surveys completed
- ❖ **83%** of people said they would find it useful to have a **single website** containing information about how to plan their journey in and around the Peak District, including bus & train times, walking & cycling routes.
- ❖ **Two-thirds** of people said they would prefer to receive public transport information **online**
- ❖ **28%** of respondents said they would be prepared to pay for printed information about public transport, such as leaflets and timetables. This is in line with the number of people who said they would still prefer to receive information in printed format.
- ❖ **64%** of respondents said they usually travel to or around the Peak District by car.
- ❖ **Two-thirds** of respondents use public transport to travel to or around the Peak District at least once a month, 17% of people travel by public transport on a regular basis (more than once a week).
- ❖ **61%** of respondents said they would like to be able to buy one ticket, or 'travelcard', to cover all their journeys made by public transport in the Peak District and a further 26% of respondents were unsure.
- ❖ One-third of people said they would like to have a **mobile phone app** to plan their journey and find out information about the Peak District (however, 29% of respondents do not currently own a Smartphone to enable them to use Apps).
- ❖ When asked about what changes would encourage people to use public transport more, the most popular single change would be **more frequent bus services**. Other popular responses included: More direct bus routes, Travelcards, 'Hail & Ride', better online travel information & better information about linking modes of travel.
- ❖ Time, low frequency of services, unreliability, high cost of fares and poor connections between bus and rail services were sited as key prohibiting factors in using public transport in the Peak District.
- ❖ The age of survey respondents ranged from 15 to over 60. Over half of the respondents were aged over 50. 65% of respondents were employed either full time or part time, and 25% were retired.

Background

The Peak District National Park Authority carried out a travel survey between September and October 2012 on behalf of Peak Connections.

The purpose of the survey was to explore visitors and residents views about travel in the Peak District, and to find out how people prefer to receive information about sustainable travel and public transport in the Greater Peak District.

The survey was targeted at both visitors and residents in the Peak District. The survey aimed to help us to improve our services and the information we provide about public transport and sustainable travel in the Peak District.

The survey was available to complete both online through 'Survey Monkey', and also in a short paper format at Visitor Centres in Bakewell, Buxton, Castleton, Edale and Fairholmes.

Results

A total of **226 surveys** were completed, 208 online plus 18 paper copies completed in person at the Visitor Centres.

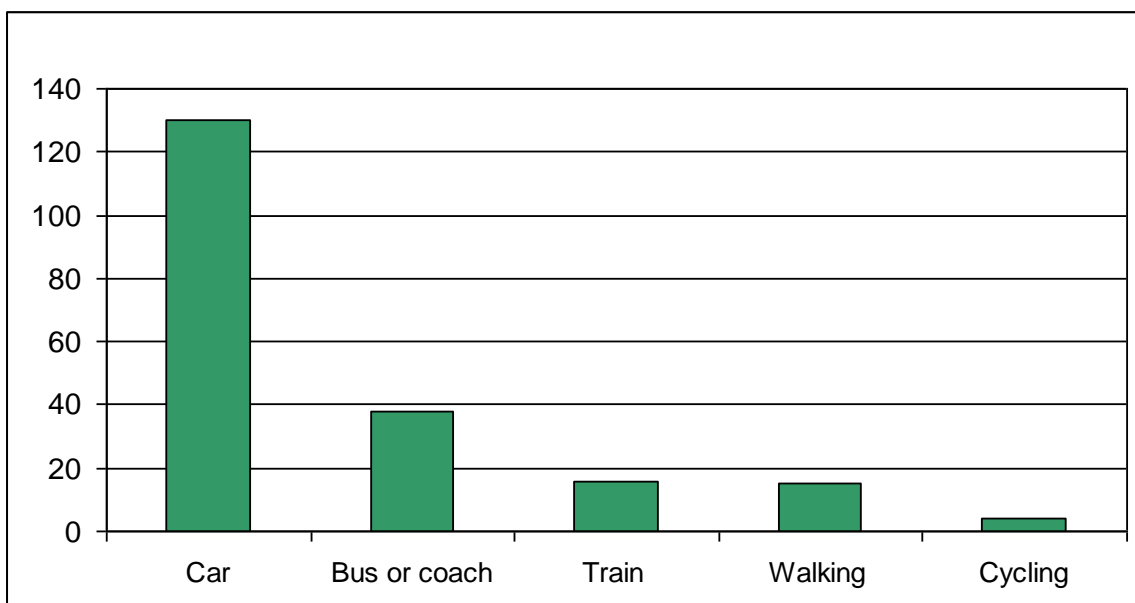
1. Method of Travel

64% of respondents said they usually travel to or around the Peak District by car. This is lower than the average figure of around 85% of all visitors to the Peak District travelling by car found in the Visitors Survey and other research. 27% of respondents usually travel by public transport (by train or by bus/coach), and 9% usually walk or cycle (see Figure 1 below).

However, of those people who usually travel to or around the Peak District by car, 54% of them said they also sometimes use public transport.

17% of people regularly travel to or around the Peak District by public transport (more than once a week) and a further 50% of people sometimes travel by public transport. One-third of people never use public transport.

Figure 1: Usual method of travel to or around the Peak District

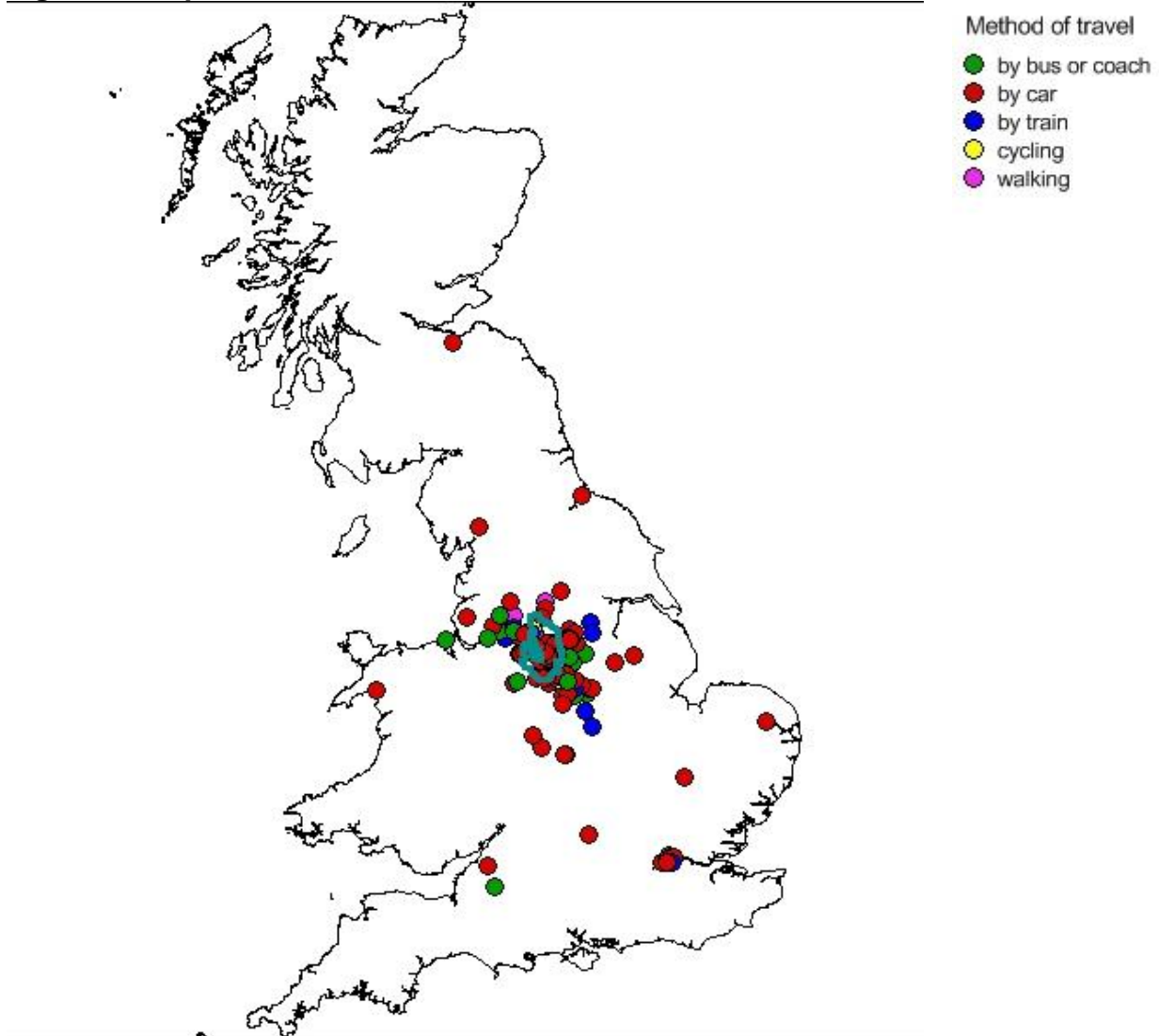


2. Distance of Travel

77% of respondents lived outside of the Peak District National Park boundary, and 23% were residents living within the Peak District.

Figure 2 shows where respondents live and the method by which they said they usually travel to the Peak District.

Figure 2: Map of Distance Travelled



A number of visitors travelling a significant distance from outside of the National Park still arrive and travel around the Peak District by public transport:

“Travelling up from London, car is often easiest, as you can arrive when and where you want, but we try as often as possible to go by train, especially as I don't own a car. I'm a climber and walker and enjoy the challenge of combining the route with public transport.”

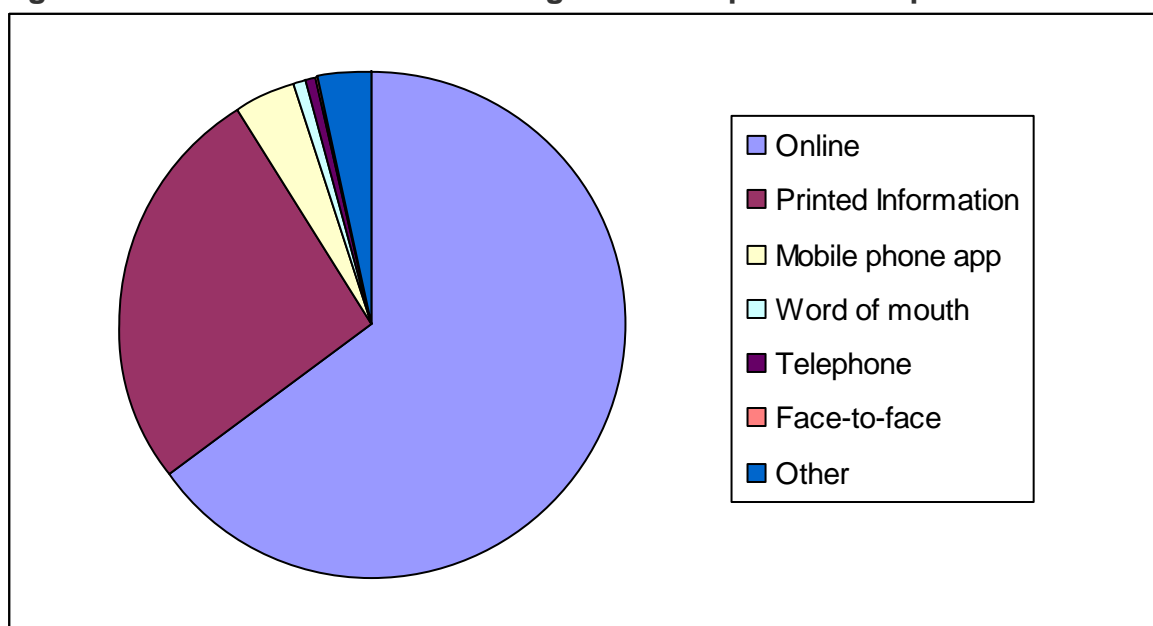
3. Sustainable Transport Information

83% of the survey respondents said they would find it useful to have a **single website** containing information about how to plan their journey in and around the Peak District, including bus & train times, walking & cycling routes. A further 10% of people were unsure, therefore they may potentially be willing to use such a resource.

Two-thirds of respondents said they would prefer to receive public transport information **online**, with 100% of respondents having access to the internet. However Figure 3 shows that around one-quarter of people (27%) still prefer to receive printed information, such as leaflets and timetables.

The third most popular method of finding out about public transport information was by mobile phone 'apps', outweighing the numbers of people choosing more traditional methods of communication, such as telephone and face-to-face or word of mouth:

Figure 3: Preferred method of finding out about public transport information



Respondents generally welcomed the possibility of better online information provision, for example one quoted:

“It would be great to have a site where information on walks/travel could be shared.”

27% of respondents said they would be **prepared to pay for printed information** about public transport, such as leaflets and timetables. This is in line with the number of people who said they would still prefer to receive information in this format.

However, of the people who usually travel to and around the Peak District by bus or coach, 53% prefer printed information and 50% are prepared to pay for it.

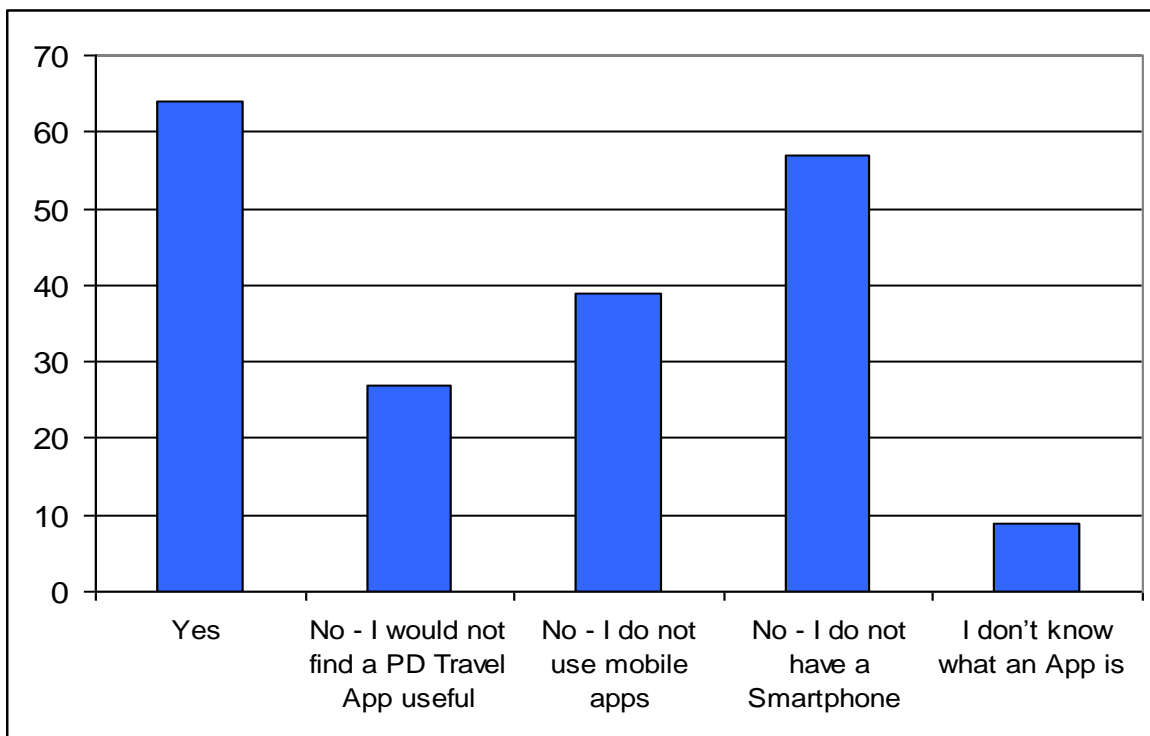
4. Integrated Ticketing and Mobile Apps

61% of respondents said they would like to be able to buy one ticket, or 'travelcard', to cover all their journeys made by public transport in the Peak District. A further 26% of respondents were not sure, therefore could be persuaded an effective product and marketing.

79% of public transport users (those who regularly travel to or around the Peak District by bus or train) were in favour of a 'Peak District Travelcard'. Under additional comments, a number people suggested there was a need for awareness-raising of the existing Wayfarer tickets available.

One-third of people said they would use a mobile phone app to plan their journey and find out information about the Peak District (however, 29% of respondents do not currently own a Smartphone to enable them to use Apps). Several people raised concerns about the viability of a mobile phone app in areas of poor reception.

Figure 4: Use of a Peak District mobile phone app



5. Encouraging public transport use in the Peak District

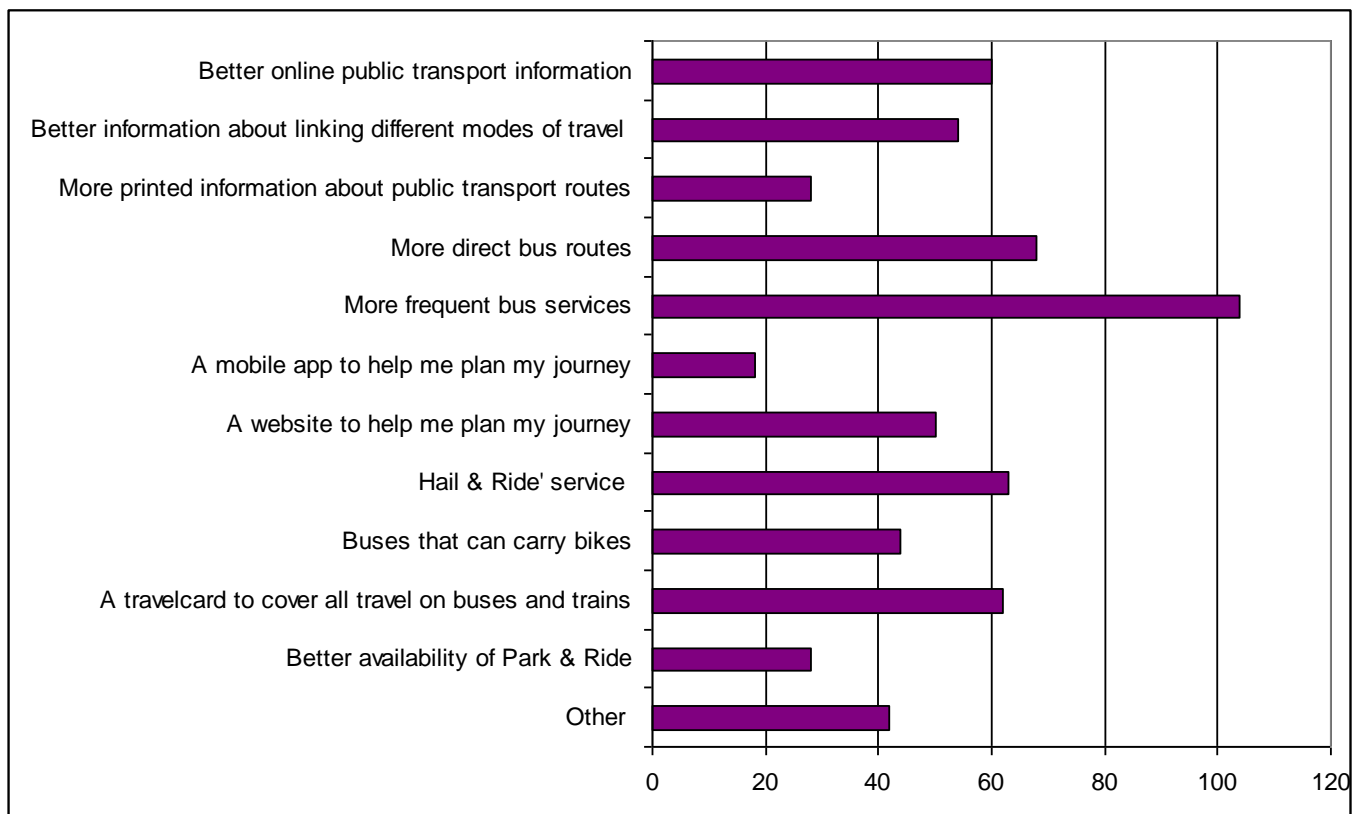
When asked about what changes would encourage people to use public transport more, the most popular single change would be **more frequent bus services**, which was selected by over 100 respondents.

Other popular responses included:

- More direct bus routes
- Travelcards
- 'Hail & Ride'
- Better online travel information
- Better information about linking modes of travel.

Figure 5 below shows the range of changes respondents chose, when asked to select up to three things:

Figure 5: Changes that would encourage people to use public transport in the Peak District



6. Further comments on travel in the Peak District

The online survey also gave the option for respondents to make further general comments on travel in the Peak District, and there was also an option for respondents to suggest other changes that would encourage them to use public transport more.

Lack of bus services, time, cost and poor interconnection between services were generally seen as key prohibitive factors in using public transport in the Peak District.

There were 29 additional comments about a need to improve **public transport provision**, in terms of an increased range and frequency of services, for example:

“more direct services without a change of bus would be beneficial to tempt car drivers onto public transport”

14 people also suggested a need for better **interconnection** between bus services or better connections between bus and rail services, for example:

“I think integration [bus to train, bus to bus] is a key issue. We have relatively good public transport, but it's very fragmented”

“sensible, timely connections between buses and rail”

“buses that link to train times”

15 people complained about the **unreliability** of bus services (eg. “Better timekeeping by bus drivers”). Reliability of services was cited as a particular issue in winter:

“One of the biggest irritations is buses running late in the Winter”

“the bus to Derby is very unreliable, and sometimes doesn't show up. This is especially frustrating during winter when temperature is around 0 degrees.”

12 people also made comments relating to a need for **better information** about public transport, for example:

“More information about where to go with children to encourage them to use the bus as they get older, like the peak connections leaflets”

18 cited **cost** or affordability as an issue with public transport, with several requesting “cheaper fares”. 5 people also mentioned **accessibility** of public transport vehicles as an issue.

Other comments included the **limited services on Sundays**, and the implications of this for recreation and tourism, for example:

“Sunday when most people are able to visit the park is when bus services are at their worst”

Safer cycle routes, secure **cycle parking** and being able to take bikes on buses and trains were also suggested.

Three respondents suggested **restricting car access** in the Peak District to encourage people to use public transport more.

There were also several suggestions for **new additional bus or rail services**, for example:

“Re-instatement of the Buxton-Matlock railway line, and especially the station at Bakewell, would hugely improve public transport options within the Peak District”

“Hop on and off circular bus route bakewell, haddon, peak village, spur to Peak steam at Darley Dale, Chatsworth, Monsal Trail at Hassop back to Bakewell”

“A bus covering more crags, ie like the old stanage climbers bus that used to run in summer”

7. Profile of Respondents

The age of respondents ranged from 15 to over 60. Over half of the respondents were aged over 50. 65% of respondents were employed either full time or part time, and 25% were retired.

Figures 6 and 7 show the age and occupation split of the survey respondents:

