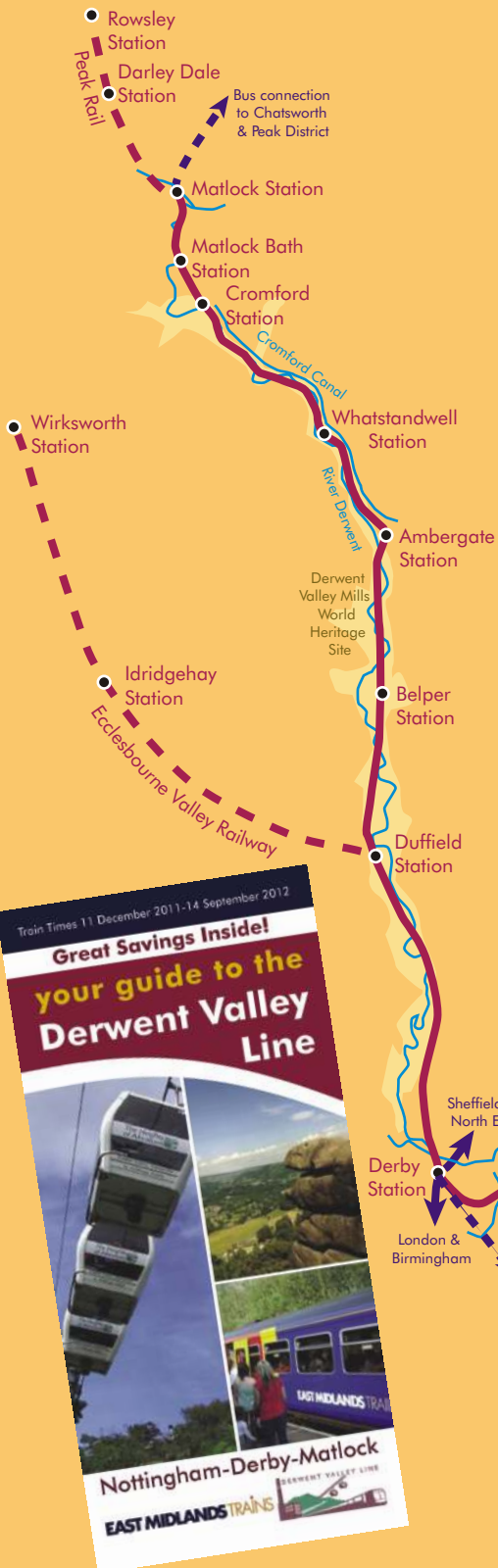


Derwent Valley Line Community Rail Partnership Annual Report 2011-12



Working to improve local stations and trains services



More Passengers



Station Improvements



Chairman's View



The Derwent Valley Line Community Rail Partnership, which I am privileged to chair, has had another successful year, despite challenging economic times. This Annual Report shows our partners and the wider community what has been achieved during the last 12 months.

This year, tourism projects have been at the forefront of much of our work. The opening of the Heritage Rail Links at Duffield and Matlock stations has brought an increase in visitors to these communities, plus the refurbishment of the station building in Matlock, accommodating a new Visitor Information Point, has proved a real success. Our local communities along the line continue to support the service and have been able to benefit from an additional morning train service and improved train information at their local station.

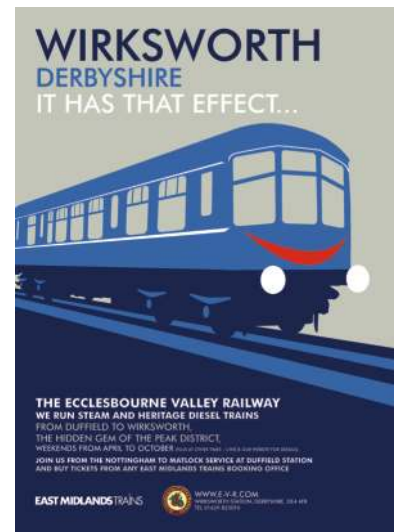
The success of the Partnership is due to the commitment of our partners and line members who bring their local perspective to the table. I would like to thank them and Alastair Morley our part-time Partnership Officer. Together we are encouraging more and more people to use the line, who are discovering the benefits of the reliable and convenient service that now operates. There are considerable local economic benefits, from more people using the line, for example, to local tourism businesses, plus helping to address congestion, health and pollution issues in the process.

Councillor Garry Purdy

New Heritage Railway Links Opened

One of the highlights of the year has been the extension of our two Heritage Railway routes into Duffield and Matlock stations by the Ecclesbourne Valley Railway and Peak Rail, respectively.

In April, the Ecclesbourne Valley Railway from Duffield to Wirksworth became fully operational with the introduction of the first passenger services since 1947. The new Heritage Service also saw the introduction of through tickets to Wirksworth, via Duffield, from any station on the National Rail Network, which was jointly promoted with East Midlands Trains. A significant number of visitors have used the Derwent Valley Line service to Duffield to visit the heritage railway, plus several special stops have been made on charter and mainline trains at Duffield for the Ecclesbourne Valley Railway.



Crowds welcome steam train arriving into Matlock

Steam trains were warmly welcomed into Matlock in July, when hundreds of people attended the first weekend of Peak Rail's steam trains into Platform 2 at Matlock. The re-opening of Platform 2 by Peak Rail has brought an increase of visitors into the town, many more of whom are now using the Derwent Valley Line to Matlock, where they can change platforms for the steam trains to Rowsley.

Staff and volunteers from both the Ecclesbourne Valley Railway and Peak Rail are to be congratulated as they have worked tirelessly for many years to achieve these links into the mainline stations.

Train Performance

Passenger Growth Continues on the Derwent Valley Line

A total of 564,055 passengers travelled to or from local stations on the line, a 7% increase on last year. Passenger numbers, since the hourly service was introduced, have increased by 108% from 270,543 in 2007/8. The increases for each station are shown below.

The continued increase in passengers is most welcome, although on occasions, the limited availability of train carriages can result in overcrowding and be a constraint to future passenger growth.



Percentage Increase in Passenger Journeys to and from Local Stations

Station	Passenger Journeys 2011/12	Increase in Passengers 2010/11 to 2011/12	Increase in Passengers 2007/8 to 2011/12
Ambergate	40,026	1%	102%
Belper	173,650	8%	119%
Cromford	34,521	11%	98%
Duffield	53,572	7%	145%
Matlock	178,408	7%	92%
Matlock Bath	56,108	16%	135%
Whatstandwell	27,538	-3%	78%
Increase at all local stations	564,055*	7.30%	108%

*Total includes 232 through tickets to Wirksworth via Duffield.

More Trains on Time

The high level of punctuality and reliability of the Derwent Valley Line rail service continued throughout the year with over 93% of trains 'on time' during every four weekly period. Consequently, the Moving Annual Average increased from 93% in April 2011 to 94.2% by March 2012.



Belper passengers about to board train

New Morning Train Service

The phenomenal passenger growth on the line and increasing demand of commuters led to the introduction of a new morning train between Ambergate and Derby, calling at Belper and Duffield. This new service, introduced in December 2011, provides commuters with another travel option into Derby and offers good onward travel connections to Birmingham, Nottingham and London.

Improving Local Stations

A number of significant improvements were achieved at Matlock station during the year. Peak Rail rebuilt and reopened Platform 2, to enable passengers to use their steam trains. Bringing this former disused platform into use has made the whole station more welcoming to everyone.

The Partnership's aim of refurbishing the station buildings came to fruition with the opportunity to establish a Visitor Information Point at the station. The Partnership Officer worked with Peak Rail and Derbyshire Dales District Council to refurbish the Peak Rail Bookshop into a combined Visitor Information Point and bookshop operated by Peak Rail.



Interior of new Visitor Information Point at Matlock Station



Stonemasons renovating Matlock Station

For the second year running, Friends of Matlock Station won 1st Prize in the Business and Community Premises category at the Matlock in Bloom awards and received a 'Judges Award' from East Midlands in Bloom as part of Matlock Town's Silver Award for the Town.

Friends of Matlock Station were spurred on by this recognition and by the end of the year had raised over £2,000 towards the installation of six more planters for the station platform. This included £1,000 from both Derbyshire County Council's Community Leadership Scheme and the Designated Community Rail Development Fund.



Matlock flower planters and In Bloom certificate

Station volunteers at Duffield, Whatstandwell and Cromford continued to brighten up their local stations on the line with a fine range of floral displays. Positive discussions also took place in Belper to establish a local group to care for the station gardens.

Improving Local Stations

East Midlands Trains introduced a new automated Public Address System at all stations, complemented by new style Information Screens at Belper.

The new system announces the expected departure of all trains, including reporting any delays. These information improvements have provided passengers with more confidence in the train service, especially on the occasions when there may be disruptions.



New customer information screens at Belper Station



Duffield platform resurfaced

The rebuild of the Duffield platform was completed following considerable damage by the winter weather.

At Cromford the footbridge was repainted by Network Rail. Traditional Midland Railway colours of red and cream were used to complement the historic station buildings.



Cromford footbridge repainted in traditional Midland Railway colours

The information in the Partnership's station display cases was updated throughout the year, informing passengers of timetable changes, ticket information and local events.

The introduction of station car park charges by East Midlands Trains at Ambergate, Duffield and Whatstandwell stations brought a mixed reaction from passengers. The new charges have ensured there is sufficient parking for passengers, by reducing the misuse of the car parks by non users, although some travellers have chosen to park elsewhere. In Matlock, the completion of the station car park lease has enabled passengers to benefit from cheaper car parking, introduced by East Midlands Trains. The additional revenue generated from these initiatives will assist in further reducing the subsidy for the line.

Marketing the Derwent Valley Line

Marketing activities continued throughout the year to promote the Derwent Valley Line to both local residents and visitors. The train service has proved especially successful with commuters and visitors since the hourly service was introduced in December 2008. Consequently this year, considerable focus was given to promoting use of lesser used trains during the evening and off peak during school term time.

The following marketing initiatives were delivered during the year:

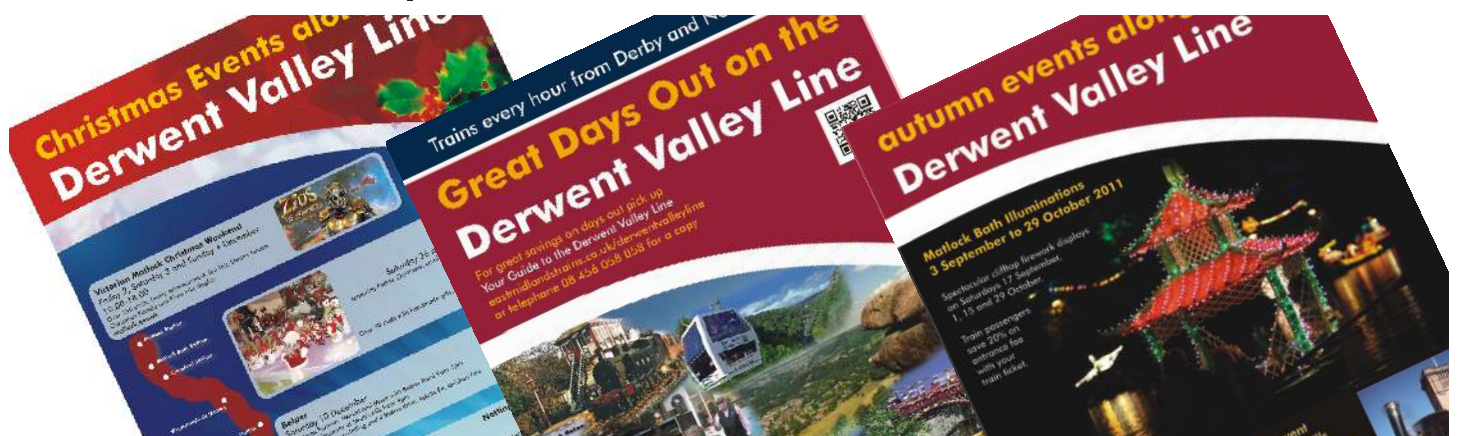
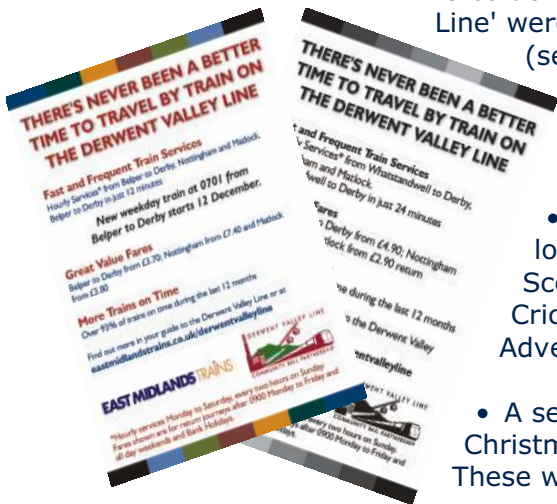
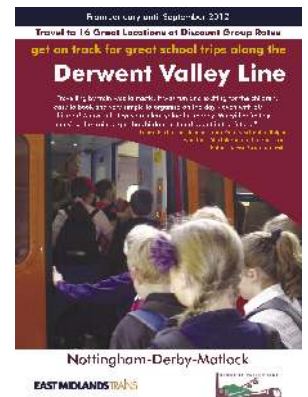
- A new Summer Evening Fare proved a great success, with a 25% increase in passengers using evening trains, compared to summer 2010. The promotional fare of just £3 from Derby and £6 from Nottingham was available between 23 May and 3 September. The aim was to encourage more people to enjoy an evening out on the line and the attraction of an evening out in Matlock and Matlock Bath was highlighted in a promotional leaflet. This leaflet 'Summer evenings in Matlock Bath and Matlock' was produced promoting the evening train fare, summer evening walks and featured 15 local businesses offering discounts to train passengers. The promotional leaflet, part funded by the Designated Community Rail Development Fund was awarded 'second prize' in the Best Marketing Publication category at the Community Rail Awards 2011.

- The Partnership produced a brand new guide to encourage school groups to use the train, for school trips to local attractions between Nottingham and Matlock. 'Get on track for great school trips along the Derwent Valley Line' details the fantastic discounted fares available to school groups to visit 16 attractions offering educational visits, the majority of which are within a 10 minute walk of their local station.

- Two editions of 'Your guide to the Derwent Valley Line' were produced in May, and December 2011 (see cover). Distribution continued to numerous local outlets and to regional train stations and Tourist Information Centres.

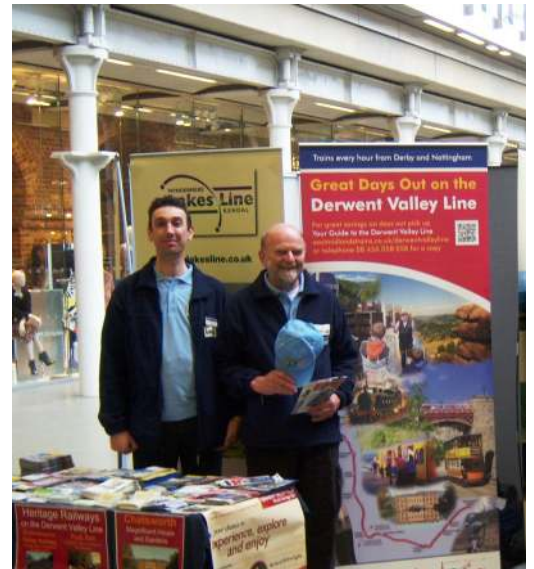
- A new Derwent Valley Line advert was designed to feature in local community newsletters along the line including the Duffield Scene, All Things Local - Belper Edition, Whatstandwell News, Crich Area Community News, Cromford Parish Newsletter, Peak Advertiser and Darley Dale Update.

- A series of station posters were produced promoting Autumn and Christmas events, along with a new days out promotional poster. These were displayed at stations between Nottingham and Matlock.



Marketing the Derwent Valley Line

- Volunteers from Friends of the Derwent Valley Line assisted the Partnership Officer promoting the Derwent Valley Line at the Community Rail in the City event at St Pancras International station. These events took place in May 2011 and March 2012 and more than 500 promotional leaflets were given out on each occasion. These events were followed by Derwent Valley Line promotional days at Derby and Nottingham stations. The Partnership had obtained funding from the Designated Community Rail Development Fund for the production of Derwent Valley Line promotional rollerbanners, a display table plus branded poloshirts and fleece jackets that were utilised for these events.
- Visitors arriving by train to the Matlock Bath Illuminations once again benefited from a 20% discount on entry to the Illuminations on production of their train ticket. Extra carriages were provided for trains serving the popular fireworks' nights as part of the Matlock Bath Illuminations.
- In September, a total of 79 people attended three walks from Derwent Valley Line stations as part of the Autumn Footprints programme, organised by Groundwork Derby and Derbyshire.
- Local train timetable displays and transport maps in towns and villages were updated throughout the year.



Promoting the Derwent Valley Line at St Pancras International

Press Coverage

The Partnership recorded 25 positive news items featuring the Derwent Valley Line. These stories included articles regarding the summer evening promotion, discount to Matlock Bath Illuminations, station improvements and passenger growth which was featured in the Daily Telegraph and on Radio 4.



Articles courtesy of 'All Things Local - Belper Edition', 'Duffield Scene' and 'Derwent Valley Mills World Heritage Site Newsletter'.

Other Partnership Activities

Other work undertaken by the Partnership during the year has included:

- Attending the Community Rail Parliamentary Reception at Westminster.
- Presentation to the National Community Rail Steering Group.
- Co-ordination of responses from Partnership members to proposed timetable changes.
- Representing the Partnership at a range of stakeholder meetings.
- Working with partners to promote the train service, for example in Derwent Valley Mills World Heritage site and tourism leaflets.
- Regular attendance at Friends of the Derwent Valley Line meetings to discuss rail service issues with local passengers.
- Commenting on relevant rail industry consultations including Initial Investment Plan 2014-19; Rail Fares and Ticketing Review; Alternative Solutions Strategy; and Rail Decentralisation proposals.

Finance Report 2011/12

The Partnership continues to operate on a small budget with a part-time officer. Local Authority funding continued to be received from Amber Valley Borough Council, Derbyshire County Council, Derbyshire Dales District Council and the Peak District National Park Authority. East Midlands Trains continued to provide significant funding for the Partnership and towards marketing activities for the line. Although external funding, (see below) was received towards a number of projects over £5,000 of the Partnership's reserves were once again required.

Finance Report 2011/12 Derwent Valley Line Community Rail Partnership

Expenditure	(£)	Income	(£)
Salary Costs	17,991.22	Amber Valley Borough Council	2,000.00
Staff Travel	689.69	Derbyshire Dales District Council	2,000.00
Projects and Marketing	10,551.42	Peak District National Park Authority	2,000.00
Mobile Telephones	42.33	Derbyshire County Council	2,000.00
IT Recharges	140.80	East Midlands Trains	8,504.00
Miscellaneous Expenses	61.25	Grants from National Community Rail Fund	7,649.20
Subscriptions	150.00	Derwent Valley Line Community	
Carry forward to 2012/13	42691.92	Rail Partnership Reserves from 2010/11	48,165.43
Total Expenditure	72,318.63		

The following grants were received from the Designated Community Rail Development Fund in 2011/12.

1. £1,785.37 for Summer Evenings in Matlock Bath and Matlock promotional leaflet.
2. £5,000 for Matlock Station Visitor Information Centre.
3. £863.83 for Derwent Valley Line Promotional Displays.
4. £1,000 for Flower Planters for Matlock Station*.

* Although the grant was awarded in 2011/12 the funding was not received until April 2012, so does not show as income for 2011/12.

Looking ahead, the Partnership has funding secured until March 2013. It is hoped the continued success of the Derwent Valley Line, which has been greatly aided by the Community Rail Partnership, will result in continued funding from all the local authorities. East Midlands Trains' funding commitment as part of its franchise agreement remains a key component in the continuation of the Partnership, providing vital match funding alongside the local authority partners.

Derwent Valley Line Community Rail Partnership

The Derwent Valley Line Community Rail Partnership works to develop and promote the Derwent Valley Line for the benefit of residents and visitors. The Derwent Valley Line is one of approximately 20 designated community rail routes. The Partnership's role in developing the line is officially recognised by the Department for Transport.

The Partnership's vision for the Derwent Valley Line is 'the operation of a frequent and reliable 7 day a week railway service that will attract a growing market, meet the needs of residents and visitors and support the economy of the Derwent Valley'.

The Partnership is funded by Amber Valley Borough Council, Derbyshire County Council, Derbyshire Dales District Council, East Midlands Trains and Peak District National Park Authority. The Partnership is managed by Derbyshire County Council.



Contact Information

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