

# Derwent Valley Line Community Rail Partnership Annual Report 2012-13



Working to improve local stations and train services

## Read about:

- Five awards for the Derwent Valley Line.
- More school groups get on board.
- More volunteers sign up for stations.
- 30 volunteers attend Belper Community Day.



# Chairman's View



During the last year, it is very gratifying to see that the Partnership's work has been widely acclaimed, with the success of five National Community Rail Awards. These awards have been well deserved and I am sure many more will follow.

I am delighted to see that more school groups are travelling by train for their school outings. The Partnership's award winning guide for school groups is definitely paying dividends, with schools appreciating the value for money and the great experience that the train provides for the children. They are the passengers of the future, but many of the children may never have travelled by train before. The awards for Matlock station are also very pleasing. This joint initiative to locate the Visitor Information Point at the station has proved a real success, helping to maintain this key service for visitors and bringing more people to the station.

The work of volunteers continues to expand at stations along the line. A real transformation of the station environment is happening at Belper, thanks to the dedication and hard work of the new volunteers, from Transition Belper. They have been well supported by the Partnership and other local organisations, the highlight of which was the successful Community Day, with 30 volunteers digging in for the cause. Long standing volunteers at Matlock, Whatstandwell and Duffield continue to make their stations welcoming places for people to await their train. Their efforts, this year, were recognised by Gold, Silver and Bronze certificates from East Midlands Trains. New volunteers at Matlock Bath - members of the Parish Council - have also started work and have plans to make their station a place of which the community can be proud.

I have thoroughly enjoyed the last four years as chairman of the Derwent Valley Line Community Rail Partnership. I have witnessed great progress in the development of stations and continued popularity of the service. I would like to thank Alastair Morley, our part time Partnership Officer and everyone involved who have improved the local stations and encouraged more and more people to use the line. I believe the Partnership is in a strong position for the future and will continue to flourish.

**Councillor Garry Purdy**

## Passenger Journeys on the Derwent Valley Line

A total of 561,649 passengers travelled to or from local stations on the line in 2012/13, a decrease of less than 1% in passenger journeys compared to 2011/12. This slight decrease is explained by the fact that in May and June 2012 there were 16 days when no train service operated due to the combined impact of engineering and strike days. Accordingly, passenger journeys typically decreased between 10 and 15% during May and June. Additionally, in the autumn and winter there were, on weekdays, over three months of late evening engineering causing late evening trains to be operated by a bus service. Without this disruption further passenger growth would have occurred during 2012/13. The changes in passenger journeys for each station are shown below:

Station	Passenger Journeys 2012/13	Passenger Journeys 2011/12	% Change in Passenger Journeys 2011/12 to 2012/13
Ambergate	38,490	40,026	-4%
Belper	177,528	173,650	2%
Cromford	32,550	34,521	-6%
Duffield	55,470	53,572	4%
Matlock	176,163	178,408	-1%
Matlock Bath	54,689	56,108	-3%
Whatstandwell	26,618	27,538	-3%
<b>Total at all local stations</b>	<b>561,649*</b>	<b>564,055</b>	<b>-0.40%</b>

\*Total includes 144 through tickets to Wirksworth via Duffield

## Trains Keep to 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.

# Improving Local Stations

## Improving Local Stations

During the last 12 months considerable improvements have been made at stations along the Derwent Valley Line. These improvements have been delivered by Derwent Valley Line Community Rail Partnership, East Midlands Trains, station adoption groups and other local organisations. New East Midlands Trains' staff, responsible for the Derwent Valley Line, have started to make significant improvements to the standard and maintenance of stations. Paul Mobbs, Customer Service Manager has brought real enthusiasm and commitment to the role and has been working very closely with Alastair Morley, Community Rail Officer to develop a range of new initiatives. The arrival of 'Matty' Materaghan to the East Midlands Trains' Station Service Team in the autumn led to significant improvements in the day-to-day maintenance and standard of stations. His efforts, including his winter weather work clearing snow and gritting stations, have been widely appreciated by passengers.

## Awards for Station Volunteers

The efforts of many of our Derwent Valley Line station adopters were recognised by East Midlands Trains with the awarding of Gold, Silver and Bronze certificates for 7, 5 and 3 years service respectively.

**Gold Award** Station adopter, Anton Shone's seven year's service at Duffield was recognised by the award of a Gold certificate. Anton is probably the longest serving volunteer at any East Midlands Trains station having been the first adopter at any Central Trains station in 2005. Anton and colleagues from the Ecclesbourne Valley Railway maintain three planters plus summer hanging baskets.

**Silver Awards** Silver certificates were received by Jeanette and Robin Lumb, Janet Pinder and David Barker from Friends of Matlock Station and Ernie Marchant and Rod Wildsmith from Whatstandwell Station.

**Bronze Awards** Bronze certificates were awarded to John Koniarski at Duffield Station, Ruth Cozens at Belper Station and David Rayner at Ambergate Station.



Anton Shone with his Gold Award.

## More Volunteers Sign up for Stations

A total of 11 new adopters joined during the year, including 6 members of Transition Belper who are revitalising the station gardens, 4 members of Matlock Bath Parish Council who are planning more platform planters and an additional Ecclesbourne Valley railway volunteer to help care for Duffield, making a total of over 20 volunteers at the 7 stations.

## Matlock Bath

**New Volunteers** In November 2012, four members of Matlock Bath Parish Council became station adopters to make the station more welcoming to villagers and visitors. The volunteers planted up 2 platform planters and began working with the gardening club at Matlock Bath Holy Trinity Primary School to grow plants for the station.



New water containers.

**New Sustainable Water Supply** The Community Rail Partnership gained £350 from the Designated Community Rail Development Fund for the installation of 2 water containers to sustainably collect water from the roof of the waiting room. These were installed with tap locks to prevent misuse.

**New Access Ramp** The Rail Partnership's proposal for an access ramp into the shelter was delivered by East Midlands Trains. This eliminated a large step into the waiting room and enabled wheelchair users and parents with buggies to use the facility more easily.



New access ramp at Matlock Bath.

# Improving Local Stations



## Belper

### New Volunteers Transform Station

In under a year, Transition Belper has transformed the neglected station environment into blooming, wildlife friendly gardens. In April 2012, volunteers from Transition Belper became Station Adopters with East Midlands Trains and agreed a Community Licence with Network Rail to manage 4 of the 5 previously landscaped areas at Belper station. Initial clearance of overgrown vegetation, weeds, brambles, rubble, general rubbish and clearance of weed suppressant fabric, started in June 2012 by Derbyshire Probation Trust's community payback scheme, working alongside the station adopters. This work continued for a period of 6 weeks.

A planting scheme, agreed with Network Rail was put together and a selection of shrubs, small trees and bulbs purchased in the autumn. A variety of shrubs with different coloured stems and small trees were chosen, plus wild Daffodil and various Allium bulbs.

Transition Belper poster displayed at the station.

### 30 Volunteers attend Belper Community Day

30 Volunteers from Transition Belper, Station Adopters from other Derwent Valley Line stations, Belper Town Council, East Midlands Trains and Network Rail all worked together to replant the station gardens on Wednesday 14 November 2012.

Considerable work was achieved to complete the main shrub planting and everyone was rewarded on the day with hot drinks, sandwiches and snacks supplied by East Midlands Trains. Additional vegetation clearance was carried out and Network Rail staff worked to uncover the stone BELPER sign. Despite the hard work it was a very enjoyable and rewarding day. Kathy Fairweather from Transition Belper sent the following thank you after the event:

'Thank you Alastair. It was a really great day and I think most of us really enjoyed the community atmosphere. There was a lot achieved and come spring, it will all look so much nicer! We've got to finish planting the bulbs (planted some more today) by the end of next week, otherwise they'll be flowering in the autumn! and it can then go to sleep until March. Thank you for your contribution which helped make the day fab.' Best regards, Kathy.

### In Bloom Awards for Belper

#### • East Midlands In Bloom Gold Award and Winner of Best Large Town 2012

The East Midlands In Bloom judges visited Belper on 13 July when the work at the station was still in its infancy, yet commented in recognition of the work at the station:

"The Transition Town Belper projects are exciting initiatives and wonderful opportunities for improving the car park entrance to the St John's Chapel and the station.

The judges will be delighted to see progress made next year".

East Midlands In Bloom Judges Report 2012 page 18.

[www.eastmidlandsinbloom.co.uk/2012\\_reports.pdf](http://www.eastmidlandsinbloom.co.uk/2012_reports.pdf)

#### • Royal Horticultural Society Britain In Bloom Gold Award and Winner of Best Large Town 2012

The national judges arrived in Belper by train and were shown the community project at the station, which formed part of the town's successful In Bloom portfolio.



Some of the volunteers hard at work.

# Improving Local Stations

## Matlock

### 100% Passenger Satisfaction

In 2012, Matlock Station topped the East Midlands Trains passenger chart with 100% achieved in the National Passenger Survey for Station Facilities, the only East Midlands Trains station to achieve this. A 100% score was also achieved in the Overall Passenger Score reflecting the combined improvements at Matlock Station and the greatly improved train service on the Derwent Valley Line.

### Volunteers Install Six New Planting Tubs

Following the securing of over £2000 funding in March 2012 the volunteers purchased 4 new platform planters. These were installed in May 2013 after the completion of stonework renovation to the newly opened Visitor Information Point. Funding for the planters was received from Derbyshire County Council's Community Leadership Scheme, the Designated Community Rail Development Fund, the Ernest Bailey Trust and Matlock Town Council Community Fund. Additionally, Amberol of Alfreton donated 2 spare planters to the group. The station now has 13 planters beautifully cared for by the volunteers, providing a great welcome to passengers using the station.



Volunteers Jeanette Lumb and Janet Pinder.

### Matlock In Bloom Award

For the third year running, Friends of Matlock Station won an award in the Business and Community Premises category at the Matlock in Bloom awards. This year's second prize follows their first prizes in 2010 and 2011.

### Improved Water Supply for Volunteers

The Derwent Valley Line Community Rail Partnership obtained funding of £715 in March 2012 to replace old pipework and install an outside tap at the station to enable the volunteers to have easier access to water. Peak Rail has kindly continued to allow the volunteers free use of the water.



Matlock Station Visitor Information Point had a successful first year.

### New Visitor Information Point Proves Popular

The newly opened combined Visitor Information Point and Peak Rail bookshop has seen a big increase in visitors since opening in March 2012. Figures for April 2012 to March 2013 show 106,056 visitors recorded, an increase of 35%\* compared to the number of visitors to the former Information Centre in Crown Square. At the 2012 Community Rail Awards, the new information point was runner-up in the Best Station Retail category and highly commended for Station Development.

\* N.B. Comparative figures are for January to December 2011.

### Funding for Train Tracking Radar

In March 2012, the Derwent Valley Line Community Rail Partnership obtained a grant of £3,300 (50% funding) from the Designated Community Rail Development Fund towards the installation of train tracking radar. Work to deliver this project is currently being planned. This project will enable trains to be detected in and out of Matlock Station providing real time updates to the customer information screens and automated public address system at other local stations on 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:

## School Groups Get on Board

Our innovative guide to school trips 'get on track for great school trips along the Derwent Valley Line' produced in early spring 2012 was awarded both a first prize in the Small Projects category and second prize in the Best Marketing Publication at the National Community Rail Awards 2012. Following this success, the Partnership produced a brand new schools leaflet to encourage school groups to use the train, copies of which were mailed out to schools. This leaflet was produced to support the award winning electronic pdf guide, which was again emailed to schools and featured full details of the fantastic discounted fares available to school groups, to visit 18 attractions offering educational visits.

The increased awareness of the great value travel opportunities led to an impressive 36 school groups travelling on the Derwent Valley Line between 1 April 2012 and 31 March 2013. These 36 school groups, totalled over 1,500 passengers comprising 232 adults, 1,259 children and 45 students.

## Where Will You Go Tonight?

Our bargain summer evening fare offer was repeated following its success in summer 2011. The 2011 promotional fares were repeated at just £3 return from Derby and £6 return from Nottingham available between 21 May and 2 September 2012. Promotional flyers and large station posters were produced and distributed along the route. The summer fare promotion generated 1% passenger growth in evening travel compared with 2011, which had increased travel by 25% compared to 2010. The evening passenger numbers were affected by 6 days of engineering over the 2 bank holiday weekends in late May and mid June 2012. The 'Where will you go tonight?' promotion was awarded third prize in the Best Marketing Publication category at the Community Rail Awards 2012.

## £3 Return Late Night Christmas Shopping Promotion

A bargain £3 Christmas train fare was offered for any evening journey into Derby to coincide with late night shopping at Westfield Derby. The two week promotion helped generate a 21% increase in evening travel into Derby from stations along the line, compared to the same two weeks in 2011.

## Your Guide to the Derwent Valley Line

Two editions of 'your guide to the Derwent Valley Line' were produced in September and December 2012. Distribution continued to numerous local outlets and to regional train stations and Tourist Information Centres.



# Marketing the Derwent Valley Line

## Promoting Events Along the Derwent Valley Line

To encourage more people to visit the area, the Community Rail Partnership promoted many of the local events taking place along the Derwent Valley Line. The Partnership produced a series of station posters to promote these events.

### Wildlife Photographer of the Year

A large station poster was produced to promote the first summer exhibition at The Grand Pavilion, Matlock Bath. These posters were displayed at stations between Nottingham and Matlock. Of the 3,220 people who attended the exhibition, surveys estimate that 230 (7%) travelled to the exhibition by train.

### Matlock Bath Illuminations

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. Station posters helped promote the event.

### Derwent Valley Mills Discovery Days

Station posters helped promote the World Heritage Discovery Days and a full page feature was included in the Discovery Days Event guide to encourage visitors to travel by train.

### Matlock Market Weekend

Over 1,000 passengers travelled to Matlock on the weekend of the Matlock Victorian Christmas Market a 213% increase on a typical December weekend.

### New Walks Leaflets Launched

In autumn 2012, the suite of Station to Station Walks leaflets were relaunched by the Derwent Valley Mills World Heritage Site. These promote 12 linear walks between stations on the Derwent Valley Line, enabling walkers to walk one way and travel by train the other.

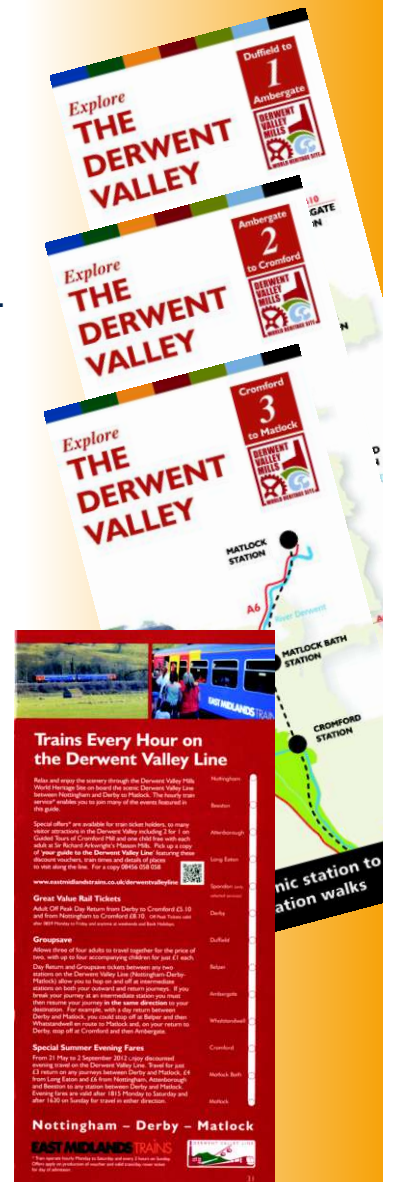
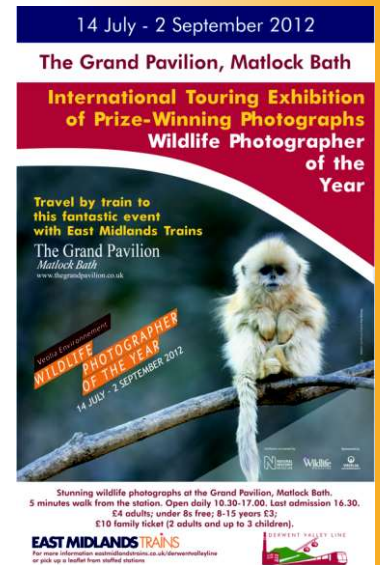
### Local Transport Information

Local train timetable displays and transport maps in towns and villages were updated throughout the year. The Partnership's station display cases were regularly updated informing passengers of timetable changes, ticket information and local events.

### Other Partnership Activities

Other activities undertaken by the Partnership during the year included:

- Meeting Secretary of State for Transport Rt Hon Patrick McLoughlin to discuss Community Rail funding and the possible electrification of the Derwent Valley Line.
- Issuing press releases to highlight projects and activities on the Derwent Valley Line.
- Co-ordinating Partnership responses 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 literature.
- Regular attendance at Friends of the Derwent Valley Line meetings to discuss rail service issues with local passengers.
- Commenting on relevant rail industry consultations.



# Finance Report 2012/13

The Partnership continues to operate on a small budget with a part time officer. East Midlands Trains continued to provide significant funding to support the Partnership Officer's role and towards marketing and other activities on the line. 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.

## Finance Report 2012/13 Derwent Valley Line Community Rail Partnership

<b>Expenditure</b>	<b>(£)</b>	<b>Income</b>	<b>(£)</b>
Salary Costs	18,026.56	Amber Valley Borough Council	2,000.00
Staff Travel	888.12	Derbyshire Dales District Council	2,000.00
Projects and Marketing	9,370.51	Peak District National Park Authority	2,000.00
Mobile Telephones	24.55	Derbyshire County Council	2,000.00
IT Recharges	133.59	East Midlands Trains †	16,937.25
Miscellaneous Expenses (meetings and administration)	11.90	Community Rail Awards Prize Money	250.00
Carry forward to 2013/14	40,773.94	Grants from National Community Rail Fund	1,350.00
		Derwent Valley Line Community Rail Partnership Reserves from 2011/12	42,691.92
<b>Total Expenditure</b>	<b>69,229.17</b>	<b>Total Income</b>	<b>69,229.17</b>

† £5,834.25 of this amount was funding for 2011/12 received in April 2012.

The Partnership received the following grants from the Designated Community Rail Development Fund in 2012/13.

1. £350 for water containers for Matlock Bath station.
2. £1,000 for flower planters for Matlock Station. Although this grant was awarded in 2011/12 funding was not received until April 2012.
3. £715 for improvements to the water supply at Matlock Station\*
4. £3,300 for Train Tracking Radar at Matlock Station\*

\*These grants were awarded in March 2012 but funding was not received until after 31 March 2013.

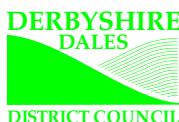
Looking ahead, the Partnership has funding secured until March 2014. It is hoped the continued success of the Derwent Valley Line, which has benefited greatly from the work of the Community Rail Partnership, will result in continued funding from all the local authorities. East Midlands Trains funding commitment, as part of their 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.



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