

Derwent Valley Line Community Rail Partnership Annual Report 2016-2017



Read About:

- New Derwent Valley Line promotional panels
- Station Adoption projects
- Passenger growth continues



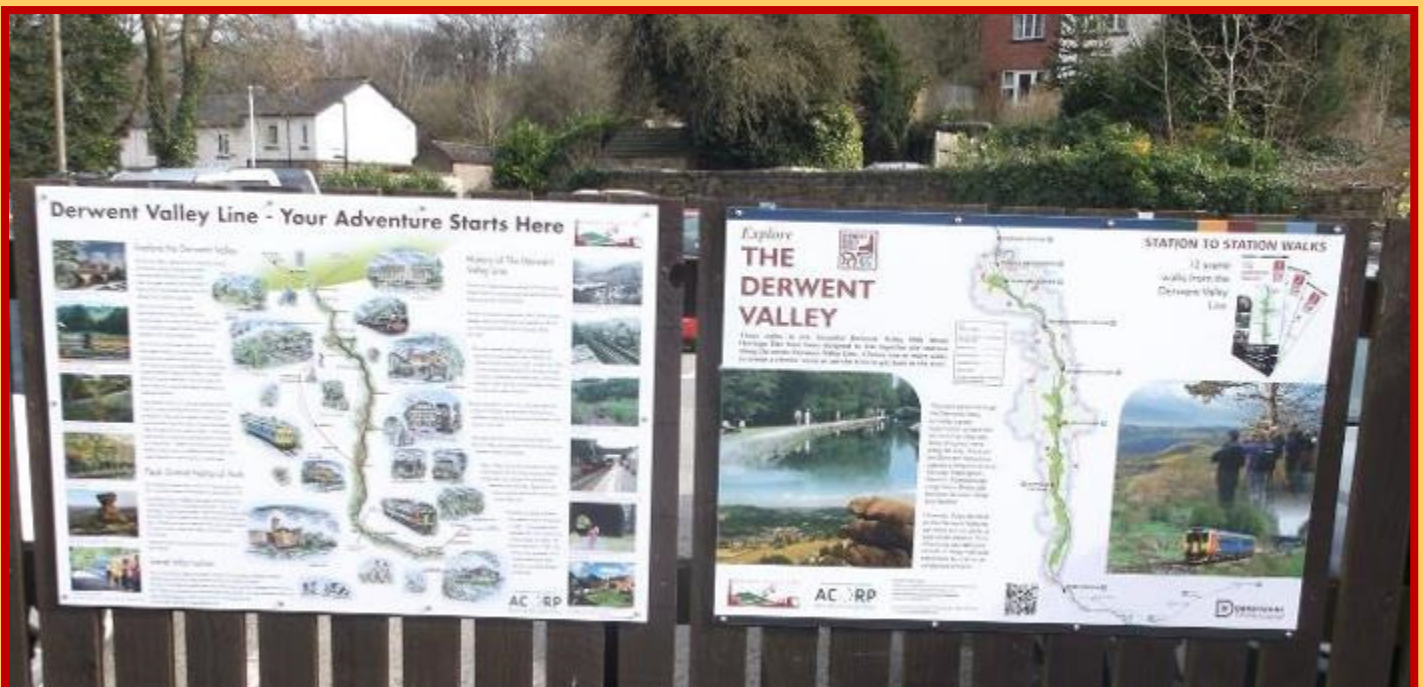
Cromford Station Adoption Group



Improvements Completed at Ambergate Station



Station Adopters at Matlock Bath Station



Derwent Valley Line Promotional Panel and Station to Station Walks Panel

Message from the Chair

I am very pleased to present this report highlighting the successes of the Derwent Valley Line Community Rail Partnership. This last year the Derwent Valley Line has seen further passenger growth and more station enhancements.

The partnership continues to support the station adopters who once again have been paramount in helping to deliver many of these projects. The number of station adopters continues to grow, the adopters providing more time and effort making their local station welcoming for passengers.

Much of our work this year has been made possible by the many grants that the Partnership has obtained from the Association of Community Rail Partnerships (ACoRP). These grants have totalled over £30,000 and enabled projects at Ambergate, Cromford, Duffield, Matlock Bath and Matlock to take place. Most of this funding has gone towards lighting, surfacing and vegetation management projects to improve the safety of our stations.

Grant funding has also enabled additional marketing work with the installation of panels promoting the Derwent Valley Line and the Derwent Valley Station to Station Walks. These additional panels have followed on from completing the large panel promoting the Derwent Valley Line installed in the wall of the waiting room, on Platform 2 and 3 at Derby Station. The panel (shown below) provides a wonderful artistic portrayal of the historic landscape, wonderful heritage and great attractions along the Derwent Valley Line.

The continued financial support from the Local Authorities, the National Park and East Midlands Trains remains essential in funding Alastair, our part time officer who manages the work of the Partnership. It is essential that this funding is maintained to enable the success of this Partnership to continue.

Councillor Irene Ratcliffe



Cllr Ratcliffe at Cromford Station

Derwent Valley Line - Your Adventure Starts Here

Explore the Derwent Valley

The Derwent Valley is special with an outstanding diversity of landscape, geology, heritage and wildlife, where the gentle landscape of the Peak District National Park, the Derwent Valley Mills World Heritage Site is globally recognised.

Take a journey back to an age when Britain held centre stage as the world's first industrial nation; to a place where water power was first successfully harnessed for textile production (a milestone in the Industrial Revolution).

Your journey on the Derwent Valley Line, from the urban edge of Derby, is characterised by open landscape and riverside meadows, beyond which are open upland pastures and large expanses of steep-sided ancient woodlands hugging the hillsides. At Matlock both the Victorians were left in awe by the sheer cliff faces of High Tor, marking the change in geology from limestone to gritstone.

Jump aboard and join us, to discover attractions that all the family can enjoy including market towns, historic houses and gardens, theme parks, museums, outdoor pursuits and much more. Enjoy the valley on foot via the Derwent Valley Heritage Way; the 'station to station' walks linking travel by train; or experience the Peak District via the multi-user Monsal Trail. Whether your interests are family fun, walking, cycling, history or wildlife the Derwent Valley is the perfect choice for a summer outing or a winter break.

Peak District National Park

The Peak District National Park is one of 15 national parks in the UK. It was the first area to be designated a national park in 1951.

Surrounded by Derby, Sheffield, Manchester and Stoke, the Peak District National Park is at the heart of the nation. The unique landscape of steep limestone valleys, impressive gritstone edges and rolling hills make the National Park a special place for everyone to enjoy. Whether you want to come and walk, cycle or climb, take in the views or visit our towns and villages, there's something for everyone.

Come and explore the National Park by train and bus - it's on your doorstep.

Travel Information

Trains on the Derwent Valley Line operate a frequent service between Nottingham, Beeston, Atterborough, Long Eaton, Derby and the local Derwent Valley Line Stations.

The journey from Derby to Matlock takes around 30 minutes, and from Nottingham about an hour. From Matlock, bus services run to the Peak District National Park. For more information please visit: National Rail Enquiries - 03457 48 49 50 or www.nationalrail.co.uk

Tel: 01773 200 22 23 www.derwentvalleyline.info

History of The Derwent Valley Line

The Derwent Valley Line was once part of the truly scenic Midland Railway passing through the Peak District, linking Derby with Buxton and Manchester.

The line was opened in stages from 1840. The first section between Derby and Ambergate was opened in 1840 as part of the North Midland Railway between Derby and Leeds.

The section between Ambergate and Rowley was opened by the Manchester, Buxton, Matlock and Midland Junction Railway in 1849. It wasn't until 1863 that the railway was extended from Rowley through to Buxton via Bakewell and Millers Dale, continuing to Chinley in 1867 and later into Manchester, creating a main line from London St Pancras.

The line continued in use for over a hundred years until in March 1967 local services north of Matlock were withdrawn, followed by the closure of that section of the line on 1 July 1968.

Since then local services have operated along the Derwent Valley Line to Matlock with Peak Rail operating between Matlock and Rowley.

Today, walkers and cyclists can enjoy two sections of the Monsal Trail for 5 miles between Matlock and Rowley and a further 8½ miles between Bakewell and Chee Dale. Beyond this, the railway remains open for the movement of quarry traffic only.

At Duffield, the Midland Railway also opened a line to Wirksworth in 1867. A passenger service operated until 1947 and the line remained open for freight, until the last stone train in 1989. The railway was reopened in 2011, as the Ecclesbourne Valley Railway, providing heritage rail services.

This panel has been funded by **ACoRP**
New life for local lines

New Derwent Valley Line Promotional Panel

News on the Line

Passenger Growth Continues on the Derwent Valley Line

Passenger journeys on the Derwent Valley Line increased by 6% to 721,059 during 2016/17. The most notable passenger increases were at Ambergate, Cromford, Duffield and Whatstandwell. The changes in passenger journeys for each station are shown below:

Station	Passenger Journeys	Passenger Journeys	% Change in Passenger Journeys
	2016/17	2015/16	2015/16 to 2016/17
Ambergate	47,025	41,609	13%
Belper	230,441	225,662	2%
Cromford	47,836	42,803	12%
Duffield	70,181*	61,644*	14%
Matlock	221,937	214,790	3%
Matlock Bath	75,716	70,667	7%
Whatstandwell	27,923	24,137	16%
Total at all local stations	721,059	681,313	6%

*Total includes through tickets to Wirksworth from Duffield

School and college groups get on board

Our promotional group travel leaflet 'get on track for great school and college trips along the Derwent Valley Line' helped to achieve a 20% increase in group travel. A total of 45 groups travelled on the Derwent Valley Line, comprising 314 adults and 1012 children.

Trains Keep to Time

Once again over nine out of ten Derwent Valley Line trains ran on time during the year with the train performance measure averaging 91%.

Community Rail Award for Ambergate Station Improvements

Ambergate was awarded second place in the Outstanding Teamwork Award at the Community Rail Awards 2016. This was in recognition of the environmental improvement work developed and implemented by Derwent Valley Line Community Rail Partnership, East Midlands Trains, Network Rail and Ambergate Station Adopters.

Partnership representatives collect the Community Rail Award for Ambergate



Ambergate Station Approach Road Terraced Planting Area - Before and After

Improving Local Stations

Our numerous station adopters continue to take great pride in their local station, looking after their station gardens and planting displays along the route. During the year, seven new volunteers have joined our existing groups at Duffield, Cromford, Matlock and Whatstandwell. The work of the station adopters continues to be supported by Alastair from the Rail Partnership and Matty Maternaghan and Paul Mobbs from East Midlands Trains.

Enhancements at various stations have been greatly assisted this year with grants of over £30,000 from the Association of Community Rail Partnerships (ACoRP). This has helped deliver station improvements at Ambergate, Cromford, Duffield, Matlock Bath and Matlock.

Duffield

The pathway linking the East Midlands Trains and Ecclesbourne Valley Railway stations has been surfaced to provide easier access for visitors arriving by train. The work was carried out by volunteers from Ecclesbourne Valley Railway working alongside a local tarmac company. Derwent Valley Line Community Rail Partnership obtained funding for the project from ACoRP's Designated Community Rail Development Fund.

The small group of station adopters from the Ecclesbourne Valley Railway also continued to provide colourful floral displays in the flower baskets along the entrance path and in the larger platform planters.

Belper

Improvements were carried out to the award winning Belper Station Mosaic to provide the feature with additional weather protection. A wooden frame was installed and sealed around the mosaic to prevent water ingress behind the tiles. The work was carried out by East Midlands Trains staff supported by station adopters and Alastair from the Rail Partnership.

The team of station adopters continued to meet up on a weekly basis to manage the extensive station gardens including the new wildflower garden. The work of the adopters once again contributed to Belper winning 'Gold' in the 2016 East Midlands in Bloom competition.

Ambergate

The terraced planting area was completed utilising 60 donated railway sleepers and planted with over 500 colourful shrubs. The project was carried out by staff from East Midlands Trains, Derwent Valley Line Community Rail Partnership, Network Rail and station adopters and numerous difficulties had to successfully be overcome, to achieve the fantastic transformation of the station approach. The project gained Runner Up in the Teamwork Award at the 2016 Community Rail Awards.

The Station Adopters continue to look after the colourful floral displays in their numerous planters around the platform, car park and station entrance.

Whatstandwell

Station adopters have actively been maintaining the shrubbery behind the platform and around the station car park. Their maintenance work being assisted with a free delivery of woodchip from the tree works at Cromford. This was used to provide a new mulch over all the station garden areas. The group continue to care for the seasonal bedding plants in the platform tubs and baskets.



Access improvements at Duffield Station



Belper Station Mosaic



Planting completed at Ambergate



Artwork and planter at Whatstandwell

Improving Local Stations

Cromford

Significant progress has been made establishing more sustainable management of the station environment making Cromford station feel safer and more welcoming to passengers.

On the station approach road, Sycamore trees have been removed that were damaging the boundary wall and several Conifers felled which were causing safety concerns. This tree work enabled the rebuilding of the dry stone wall and new boundary fencing to be installed along the entire boundary. Sycamore behind the station building have been felled to let in more light and reduce maintenance issues to the Grade II listed station building.

The station adopters have planted several hundred more native Bluebells and other wildflowers on the station approach banking, establishing more natural, sustainable planting. The volunteers have also raked a huge quantity of woodchip off the banking for use on the station garden areas.

These improvements have been predominately funded by grants of over £14,000 from ACoRP's Designated Community Rail Development Fund. DerwentWISE have also provided assistance by providing a grant towards the dry stone wall repair and carrying out felling of the Sycamores growing through the wall.

Cromford Parish Council has committed to taking a more pro-active role by adopting the station and providing £250 per annum towards station adoption and managing the station environment. The Parish Council is working to establish tool storage facilities for the adopters to make working at the station easier. These plans are being assisted with £500 funding provided from Councillor Irene Ratcliffe's Community Leadership Scheme.

Cromford Parish Council is also working on a station art project with children from Cromford Primary School. Derbyshire Dales District Councillors, Joyce Pawley and Garry Purdy have jointly committed funding for this project from their Local Projects Fund.



Bulb planting at Cromford Station

Matlock Bath

In the spring the station adopters from Matlock Bath Parish Council completed the new garden area adjacent to the station entrance. Having cleared the previously overgrown area, it has now been replanted with a range of attractive colourful shrubs.

The children's artwork located in the waiting room has been reprinted and located behind this new planting to make an attractive entrance feature. These improvements complement the colourful floral displays maintained by the adopters along the platform. The improvements were funded with a grant of £800 from ACoRP's Small Grants Fund.



New garden area at Matlock Bath Station

Matlock

The station adoption team continue to maintain their planters to a high standard throughout the year with summer and winter bedding plants. A new planter for the station forecourt, was purchased and installed for the summer. The planter was funded by a £375 grant from ACoRP's Small Grants Fund.

Improvements to the lighting were carried out which included 10 new LED lights under the platform canopies and a heritage style lighting column installed by the platform entrance.

The improved lighting is very noticeable, making the station platform much brighter and feeling a safer place to be in the evening. The station forecourt is also considerably brighter, an area which was previously very dark. The lighting improvements were funded by East Midlands Trains and a grant from ACoRP.



New lighting installed at Matlock Station

Marketing the Derwent Valley Line

The Community Rail Partnership continued to promote the Derwent Valley Line to both local residents and visitors. The new Derwent Valley Line promotional panel was installed at Derby Station. Additional copies were installed at local stations along the line alongside a new panel promoting the Derwent Valley Station to Station Walks. New editions of the visitor guide, summer evening promotion and group travel leaflets were also produced.

The following marketing initiatives were delivered during the year:

Derwent Valley Line Visitor Leaflet

Two editions of the Derwent Valley Line promotional leaflet were produced in May and December 2016. The leaflet continued to promote leisure travel along the line and included discount vouchers to local tourist attractions including Heights of Abraham, Sir Richard Arkwright's Masson Mills, Cromford Canal Narrow Boat Cruises and Crich Tramway Village. The leaflet was distributed to numerous local outlets and to regional train stations and Tourist Information Centres.

Summer Evening Saver

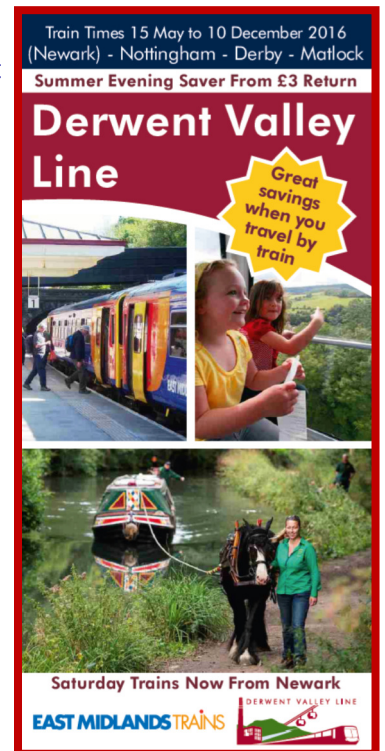
The Derwent Valley Line Summer Evening Saver ticket was promoted with station posters and leaflets. Evening return fares were just £3 for journeys between Derby and Matlock and £6 from Nottingham to Derwent Valley Line stations. The promotional fare was available from 16 May to 4 September 2016 and once again proved popular for evenings out.

Derwent Valley Line Promotional Panel and Station to Station Walks Panel

The large artistic panel promoting the Derwent Valley Line was completed and installed on the wall of the waiting room, on Platform 2 and 3 at Derby Station. This panel features an artistic map of images, photographs and information about places to explore and details the history of the Derwent Valley Line. See image on page 2.

A panel was also designed promoting the Derwent Valley Station to Station Walks. This panel features the 12 Station to Station Walks, Cromford Canal and Derwent Valley Heritage Way, all easily accessible from the Derwent Valley Line.

A grant of £2500 was provided by ACoRP to produce copies of both the Derwent Valley Line promotional panel and Station Walks panel for stations along the route.



Marketing the Derwent Valley Line

Matlock Bath Illuminations

Visitors arriving by train to the Matlock Bath Illuminations once again benefited from a discount on entry to the Illuminations, on production of their train ticket. More seats, with four carriages on some services, were provided to serve the popular fireworks' nights as part of the Matlock Bath Illuminations. Station posters promoted train services to the event.

Derbyshire Train Times

Derwent Valley Line promotional pages were included in the May 2016 edition of the Derbyshire Train Times.

The Derwent Valley Line

Your hourly* train service from Nottingham and Derby to Belper, Matlock and the Peak District.

Summer Evening Saver only £3 return between Derby and Matlock, £4 from Long Eaton and £6 from Nottingham. Available 16 May to 4 September, for travel after 1815 Monday to Saturday and 1630 on Sunday.

Matlock Bath Illuminations 10 September to 29 October. Beat the traffic, avoid the parking problems and save £1 on entry to the boat parade when you travel by train.

Pick up a copy of our **Derwent Valley Line** leaflet for details of places to visit, discount vouchers and Summer Evening Saver ticket.

www.eastmidlandstrains.co.uk/derwentvalleyline

* Hourly Monday to Saturday, every 2 hours on Sunday. See timetables on pages 26 and 27.

Matlock
Matlock Bath
Cromford
Whatstandwell
Ambergate
Belper
Duffield
Derby
Spondon
Long Eaton
Attenborough
Beeston
Nottingham

Travel with East Midlands Trains

Matlock Bath Illuminations 2016

10 September to 29 October
Parade of illuminated and decorated boats every Saturday and Sunday from 7.30pm.

Firework nights at 9pm every Saturday from 17 September to 29 October.

Train passengers! Save £1 on the entrance fee with your train ticket and children enter for FREE!
www.derbyshiredales.gov.uk/illuminations

Nottingham-Derby-Matlock
EAST MIDLANDS TRAINS
For more information pick up a leaflet from staffed stations or visit eastmidlandstrains.co.uk/derwentvalleyline

Derwent Valley Mills Discovery Days

A full page feature was included in the leaflets for the spring Walks Festival and autumn Discovery Days Festival to encourage visitors to travel by train to the various talks, walks and other events.

Local Transport Information

Local train timetable displays and transport maps in towns and villages were updated. The Partnership's station display cases were updated throughout the year with timetable changes, ticket information, visitor discounts and local event information.

Other Partnership Activities

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

- Co-ordinating Partnership responses to proposed timetable changes.
- Representing the Partnership at a range of stakeholder meetings.
- Working with partners organisations to promote the train service.
- Regular attendance at Friends of the Derwent Valley Line meetings to discuss rail service issues with local passengers.
- Commenting on relevant rail industry consultations.

Great Value Fares

Day Returns from Whatstandwell to Derby
Only £5.60 Off Peak Day Return*, Only £5.90 Anytime Day Return
* valid from 06.00 Monday to Friday and any time at weekends and Bank Holidays.
Please purchase Day Single and Return Tickets from the ticket machine to ensure you have a ticket prior to travel.

Season Tickets - Save up to 36%
£24.80 Weekly Season ticket to Derby
Weekly saving of 19% (£4.70) compared to 5 anytime day returns
£95.30 Monthly Season ticket to Derby
Monthly saving of 24% (£24.80) compared to 22 anytime day returns
Season tickets are available for periods of 7 days (weekly), monthly, or up to 1 year.
All Season tickets can be purchased from Derby or other staffed ticket offices.
Weekly Season tickets can be renewed by the conductor.
Season tickets for between 1 Month and 1 Year can also be purchased at eastmidlandstrains.co.uk
A photograph is required to validate your season ticket. This can be obtained from any staffed ticket office (a passport-style photo will be required).

	Off Peak	Anytime
Matlock	£3.30	£3.60
Matlock Bath	£3.30	£3.60
Cromford	£2.50	£2.60
Ambergate	£1.70	£1.90
Belper	£3.60	£3.70
Duffield	£4.10	£4.40
Derby	£5.60	£5.90
Long Eaton	£7.90	£7.90
Nottingham	£8.60	£10.30

Fares valid from 1 January 2017.

Derbyshire b_line Card Holders and Groupsaver Tickets

- b_line card holders aged 16-18 receive 25% off local train fares as long as one end of your journey is in Derbyshire derbyshire.gov.uk/bline
- Groupsaver offers a 34% discount on local off-peak services for groups of 3 to 9 adults travelling together, with up to four accompanying children travelling for just £1 each. Please purchase Groupsaver and b_line tickets from the conductor on the train.

Fares valid from 1 January 2017.

Finance Report 2016/17

The Partnership has maintained its funding from Amber Valley Borough Council, Derbyshire County Council, Derbyshire Dales District Council, East Midlands Trains and the Peak District National Park Authority. This funding enables the employment of a part time officer and delivery of marketing initiatives and small scale station enhancements.

Financial Statement 2016/17

Expenditure	(£)
Salary Costs	19,094.50
Staff Travel	1,059.34
Projects and Marketing Activities	11,365.23
Miscellaneous Expenses (admin, IT and mobile)	410.53
Grants to partner organisations	20,295.00
Sub total for 2016/17	52,224.60
To be carried forward to 2017/18	36,666.38
Total Expenditure	88,890.98
Income	(£)
Amber Valley Borough Council	2,000.00
Derbyshire Dales District Council	2,000.00
Peak District National Park Authority	2,000.00
Derbyshire County Council	2,000.00
East Midlands Trains	13,080.54
Grants from ACoRP	30,370.00
DVLCRP Reserves from 2015/16	37,440.44
Total Income	88,890.98

Five grants were provided to deliver various projects:

- £250 to Groundwork for promotion of Autumn Footprints Walking Festival;
- £1,300 to residents at Cromford towards installing station boundary fence;
- £3,375 to East Midlands Trains towards lighting improvements at Matlock Station;
- £5,000 to Ecclesbourne Valley Railway for surfacing of footpath at Duffield Station;
- £10,370 to Network Rail for tree felling at Cromford Station.

The Partnership gained eight grants totalling £30,370 from ACoRP:

- £375 for Matlock Station Planter;
- £800 for Matlock Bath artwork and planting improvements;
- £1,000 for Ambergate environmental improvements;
- £1,000 for Promotional Panel at Derby Station;
- £2,500 for Promotional Panels for the Derwent Valley Line and Station Walks;
- £3,375 for Matlock Lighting Improvements;
- £6,820 for A Safer and More User Friendly Cromford Station;
- £7,500 for Cromford Station environmental improvements.

The Partnership is extremely pleased that Local Authority funding commitments are continuing for 2017/18. East Midlands Trains funding continues as part of their franchise extension.

Derwent Valley Line Community Rail Partnership

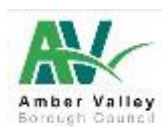
The Derwent Valley Line Community Rail Partnership works to develop and promote the Derwent Valley Line for the benefit of residents and visitors. The Derwent Valley Line is one of approximately 25 designated community rail routes, with the Partnership's role in developing the line officially recognised 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.

The Partnership would also like to thank all our station volunteers, members of the Partnership and Chris Darrall for meticulously recording the minutes of the meetings.



Contact Information

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