

## The Visitor's Experience of the Hope Valley

### 1) Finding out about the Hope Valley and planning a trip

From a visitor's point of view -

#### a How can visitors find out about the Hope Valley and which of these most influence a decision to visit?

(Consider: tourism literature, websites, TICs, word of mouth etc.)

Some of the best marketing can be 'word of mouth' <u>if</u> the experience is good. Internet is probably the most popular way – and brochures next for those who prefer the written page. But how do they find the Hope Valley	Are websites accessible? Is the literature accessible for disabled people?
A single good website and TIC's should display literature that's available – they don't always	<u>Websites</u> – not always easy to find. Derbyshire = too broad but unless you know the area, would you know the names of the villages to search for
HOPE VALLEY? Where do you find it? Most maps do not show it in the index or on the map.	Increasing number of people using websites and want to have instant information.
Internet – best way, advertising, etc Internet – can give much clearer idea of the area- what's on – constantly kept up to date where as literature can become out of date quickly Surely for all businesses word of mouth is important as long as it's positive!	Go into the local tourist info in my home area for a brochure on the P.D. E.g. I asked in Castleton visitor centre for a Lake District brochure & Kath got one from the store room
Word of mouth still is important. Tourist advice in major cities <u>outside</u> the area	Definitely internet to research the area but I was surprised that there are so many. Having one should help a lot to avoid confusion.
Website – accommodation brochures a waste of money. 70-80% find b & b – repeat business & recommendations	Very difficult in Hathersage – need much better information (? TIC) for visitors particularly opportunistic visitors

#### b What are the main categories of visitors that the Hope Valley appeals to and why?

(Consider: walkers, climbers, cyclists, young families, tours, staying visitors, sightseeing shoppers, school groups etc.)

Outdoor pursuits esp. walkers Families Educational Groups	Walkers & families coming for a day out All – it has broad appeal
Walkers Cyclists – bike hire mostly youngish professional couples Grey pound Across generational groups Open space / freedom is the attraction Stately homes visitors – high local spend	That's the great thing about the Hope Valley – it appeals to everyone – provided you have your own transport! More should be made that there's something for everyone
Outdoor active people Environmental Families Older site seers	School parties are well served. Day trips are quite well looked after. Mountain bike groups could be better served by indicating facilities
It appeals to everybody – there is something	Walkers and climbers because of what's available Too many school parties in Castleton which puts off other visitors

for almost every taste. <b>BUT</b> it needs advertising and it needs sufficient car parking, lay bys etc to enable people to follow their pursuits	Everyone - & including the new European visitors e.g. eastern Europeans – Polish, A lot of day visitors for walking and mountain biking
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**c What are a visitors travel options and how easy are they to use?**

(Consider: local trips, staying visitors, international visits covering car, rail, bus, cycling, etc.)

Good <u>along</u> the Hope Valley but poor from the valley out into surrounding villages / towns	Car is the main use because there is no effective realistic alternative
Car is still king – despite campaigns to use public transport	More “park and ride” on outskirts of park – to include transport. Cost of public transport for families too high? Wayfarer tickets?
Very difficult unless you are a car owner. Free buses are wonderful but limited.	The lack of parking for visitors& residents must must be addressed
Lack of accessible parking	Bus & train run at the same time – bit pointless!
By rail to Hope – Londoners especially – called from Hope Station 90% wish they'd stayed longer 20% in summer international 5% average No direct bus to Chatsworth from Hope Valley	If you want to get off main road through valley spend most of the day waiting for a bus. Cycling – but bring car too Access needs improving
The existing public transport is not always reliable and there are too few services during the day – people will want the convenience of travelling by car – unless they have an interest in public transport	The car is the only option for most but we try to discourage them
Need more bike racks!	You could manage to travel to some villages in the valley by public transport <u>slowly</u> . Most people will come by car – it is the most convenient and efficient way to travel and realistically this is what people want to do. If you make them come by public transport they will go somewhere else by car

## The Visitor's Experience of the Hope Valley

### 2) Arriving and getting around

From a visitor's point of view -

#### a How good are facilities at key visitor arrival points in terms of a welcome to the Hope Valley?

(Consider: various arrival points – car parks, attractions, villages, accommodation, and what the welcome is – signage, orientation, toilets, public realm, welcome packs etc.)

Car parks too EXPENSIVE Visitors choose to park on road-sides instead	Many villages are not properly geared to this. Inadequate parking in Castleton often makes it unwelcoming
Very patchy – some places have good dup to date information - others have nothing Need to tell people why they've come to the area & where to go – what's special about it	He main welcome is the parking meter! More signage & information would be welcome & good for branding the Peak District
Car park in Hope used to be free! It's now <u>underused</u> in Hope – people preferring to park on main road!	Much better use could be made of the stations to provide information.
No real sense of location when visitors arrive in the Hope Valley	The focus is on Castleton- excellent public facilities on main car park
How do visitors actually know that they have arrived in the Hope Valley? There is a lack of a definite destination identity.	Subtle, co-ordinated signage needed but not clutter in rural areas
Patchy – visitor centres are excellent. Bus / train & car parks much less welcoming & informative	Toilets in the main car park in Castleton are not open late enough!
Public toilets should be open longer, should be clean and bright. Should be accessible	Nothing gives a "Welcome to the Hope Valley" as a destination / identity
I don't think that there is a 'welcome to the Hope Valley'. Signage is not good. Footpath signage is variable. Car parks generally too small – visitors can end up driving around trying to find parking. Also parking for commencement of walks is not always available.	Signage & "welcoming" could be much clearer & better in villages & car parks. Orientation boards showing accommodation / refreshment points etc might help.

#### b How good are facilities to travel around to the main attractions/places to visit in and around the Hope Valley?

(Consider: different types of visitors – young families, elderly, groups, disabled, etc. and the place they'll most want to visit)

Unfortunately travelling by car is the favoured form of transport and more unfortunately parking, parking and parking is the main requirement – Good park & ride facilities e.g. York may be an answer	I'd imagine anyone with pushchairs / wheel chairs would struggle to enjoy a day out in the area.
Public transport is poor. But it is of poor quality anyway. Marginal cost of leisure time! Cars are best at the moment!! Cycle way?	Public transport to attractions outside the Hope Valley has poor connections e.g. to Lyme, Chatsworth, Eyam, etc These are important alternatives for visitors staying for 2 or 3 days or more.
Other areas e.g. Lakes & Yorkshire Dales have dedicated transport. I.e. Small buses	Public transport is awful for young families & disabled. Area is mostly unsuitable for buggies and wheelchairs. Caverns aren't

visiting all tourist attractions on a circular route at regular intervals (perhaps every 30 mins)	very accessible. How do they know where to go? – Need more informative signs, encourage people to stay not drive through
Need more racks for cyclists to lock their bikes	What about a visitors touring mini-bus (hop-on, hop-off) round the villages? (To take buggies and disabled too of course)
Very poor unless you are a car owner. Also, each drop off point could have info on the next village / attraction.	Most people travel by car because it is the most convenient mode of transport – particularly for the groups listed in this question – adequate infrastructure is needed to support this – it doesn't exist at the moment
Provision of public transport is often not co-ordinated for visitors to get around easily to see a number of different attractions.	
Public transport isn't good but would it be used? I doubt whether people want to use buses very much	Disabled people have a difficult time accessing premises / paths etc

**c How good are facilities to pursue different recreational interests?**

(Consider: different types of recreation – walking, climbing, cycling, mountain biking, sailing etc.)

Facilities for outdoor pursuits are obviously excellent – but what guides are available? (As a local resident I never read any of these)	A lot has been spent on signage but many paths & bridleways are in urgent need of repair
There are some fantastic walks. In places the signage is variable. There are lots of opportunities for the fit and active – but I'm not sure if there is enough information about all the opportunities available	The state of many footpaths and <u>STILES</u> could be much improved
	Walking good Cycling – good for mountain biking but poor road cycling Climbing – excellent
Excellent facilities for all but need more car parks to ease road congestion – also need to encourage people to stay when finished activities not get back in car & go home without visiting local shops, pubs, attractions, etc.	Good facilities but is there enough information on them??
	These are great strengths of the area but are often not given enough coverage
Increase the potential / provision for cycling up & down the valley as a full circuit.	Bridle paths are for horse riders, cyclists and walkers – not for motor vehicles
Lots of people doing these activities especially in Edale but most are probably day or ½ day visitors	Excellent for outdoor activities – are there any others?
Good	

## The Visitor's Experience of the Hope Valley

### 3) Attractions, places to visit and events

From a visitor's point of view -

#### a How would you rate the quality of the visitor experience of the main attractions in and around the Hope Valley and how could they be improved?

Too expensive for families	More attractions for families & young children
How do people know where to go – lack of signage	They only seem to want to get the visitors to spend
Not all places look especially welcoming	Attractions – more would benefit from capital expenditure to bring them up to date.
What are classed as main attractions? If we don't know how will visitors???	Familiarity breeds contempt and they would be of more interest if I were a visitor.
More information centres / interpretation boards.	Some visitor attractions are very interesting and well run. Others are undercapitalised and more could be made of them - one of the main problems for attractions is parking if they lack their own off-street parking.
Round walk information	More information and co-ordination.
Cycle hire information	The visitor is left to find out for themselves
Attractions are generally high standard but do not offer a great deal of variety	

#### b How would you rate the quality of the visitor experience of the main villages and what they offer to visitors in and around the Hope Valley and how could they be improved?

Many villages do not see themselves as 'tourist' villages – but they are an important part of the visitors experience – could do with more parking	Parking is a problem in the main centres
	Train noise approaching stations and crossings
Make sure that the facilities are open & available when they have been publicised	Poor visitor information other than in Castleton
More to do in wet / bad weather – when walking is out	Castleton – obviously had a lot of funding – loos, interpretation boards, visitor centre, new signage
Car parking is difficult and expensive	Hope – doesn't see, to be anything to encourage people to stop – where should they go?
Many are not really geared to tourism. Castleton needs more quality parking.	Hathersage – so much history but no information for visitors – other than climbing shops what else is there to see for visitors who don't know?
Car parking lacking in numbers and expensive	
	More coffee shops etc open off-season required! Also places (other than occasional pubs) which welcome dogs seem to be few and far between

**c How would you rate the quality of the visitor experience of the main events in and around the Hope Valley and how could they be improved?**

Might think some customs are a little out of the ordinary – need information to explain why they happen – tell them that they are annual events – they might come back!	The Hope and Edale shows / fairs are excellent. Well dressings could be better signed (& especially the well-dressings in the making)
More funding needed to make sure they keep going	Parking Toilet facilities
Would I make a return visit?	
Midsummer & school holidays seem to offer most events. Perhaps more spring & autumn events for weekend visitors?	Car Parking Accessibility
	Much more car parking needed
Most events are only advertised locally and attract relatively few visitors.	The quality is good but would probably improve with financial support
More publicity is needed The events themselves are excellent	Generally very good and interesting – something a bit different
Quaint! But of interest to a new visitor	

## The Visitor's Experience of the Hope Valley

### 4) Staying, eating and holiday packages

From a visitor's point of view -

#### a How good is the range of accommodation options for visitors in the Hope Valley?

(Consider: range of choices - hotels, B&B, self-catering, camping/caravanning etc. and visitor comparisons with other UK destinations)

Lack of hotel accommodation for groups means coaches come in and do not stay overnight.	Lack of housing stock will stop meaningful growth of B & B
	Not coordinated under one umbrella
Lack of hotel accommodation and not sufficient B & B	A difficult question since I never need to use accommodation but my impression is of a lack of hotels – not many B & B's and no idea on self catering accommodation but I see more redundant farm buildings being converted
Seems to compare well (wide choice) compared to, say, Lake District.	
Lack of quality accommodation esp. hotels	
Not enough campsites ? Not enough hotel accommodation	A lot of the accommodation is around the railway line & the disturbance of the trains & horns during the night is spoiling the experience of the rural location
	Where do we park? & Where are the toilets? Which is the best pub?
Good variety of types of accommodation – but no real 'hotels' i.e. large establishments offering plenty of accommodation & a really comfortable all round stay	More parking needed in villages

#### b How good is the range of food and drink options for visitors?

(Consider: visitor comparisons with other UK destinations)

Some very good new developments – needs improving	Some villages have better provision than others. A lot of pubs tend to provide the same thing – where do you go for something different?
Range has improved across the valley. Limited in Castleton, but a lot of eateries – limited range.	Very few pubs (especially in Hope) have had continuity of ownership or management. Consequently they aren't consistent in what they provide re food & drink options. The exception to this is The Cheshire Cheese – <u>always</u> busy!
Many of this type of business are struggling & changing hands. Sometimes they are run down. It reflects poor trading conditions	
Could do better!	Becoming very expensive for families
Pubs aren't bad but the food doesn't compare to other similar destinations such as the Lake District	There are quite a few pubs – some very good but not many restaurants – there are not enough visitors to sustain
Good in some places, poor in others	Not much in the way of picnic areas for those who want to bring their own – or facilities for people who can't walk very far to picnic.
Good variety in Hathersage and Castleton	

**c How good is the range of holiday packages, organised tours or group trips that are on offer to visitors?**

(Consider: visitor comparisons with other UK destinations and abroad)

Not much at all – not aware of many organised tours apart from a few coach tours for pensioners?	Limited accessible accommodation
Organised tours are on a 'day' basis. There are <u>few</u> hotels which can accommodate groups.	Seem to be plenty for young people / school trips. How much do we want more coaches?
Limited packages for disabled people	Not aware of any packages or hours to this area other than school / college trips. Definitely an area to be promoted but need suitable accommodation i.e. large hotel