MINI Switzerland

in the Peak District

a plan for public transport innovation and growth

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Introduction

Mini Switzerland is a national demonstrator for how rural public transport in Britain could work: reliable, integrated, easy to use, and capable of moving trips away from the car. It is designed to improve mobility in Derbyshire's Hope Valley as a means of gaining the experience, evidence, learning and confidence needed for rural transport transformation across the country.

Across Britain, access to rural buses is reducing, car dependency is rising and public subsidy is increasing because too few people use the services that do exist. The result is a system that is both expensive and ineffective: fewer passengers result in lower farebox revenue and the taxpayer pays more for fewer services, not because rural transport cannot work, but because the network is not designed around people's real travel patterns.

Mini Switzerland addresses this by building a coordinated network where buses connect passengers with trains and trains link passengers with buses, at the same time each hour, every hour. This simple principle – proven in Switzerland and entirely achievable in the UK – increases ridership on both modes, allowing a greater share of operating cost to be met by fares rather than subsidies. The result is a rural mobility system that is more useful for people and better value for money for public authorities.

The Hope Valley, in the heart of the Peak District National Park, is the ideal location to demonstrate this approach. It sits between Sheffield and Greater Manchester, cities where around a third of households have no access to a car. Residents in these cities currently struggle to reach the National Park, despite living on its doorstep. At the same time, the Hope Valley attracts millions of visitors each year, almost all of whom arrive by car, creating congestion, parking pressure and an erosion of the rural environment.

By integrating hourly rail services with an hourly or better bus network, supported by simple ticketing, clear information, reliable operation, network-wide promotion and marketing plus essential infrastructure improvements, **Mini Switzerland will create a rural transport system that works for residents, visitors and the economy.**

Crucially, the issues encountered in the Hope Valley – narrow roads, dispersed villages, visitor surges, irregular bus patterns, remote stations, lack of ticketing integration – are typical of rural areas nationwide. This makes the Hope Valley the right laboratory for a national demonstrator.

The proposal is deliverable, detailed and anchored in on-the-ground analysis. It sets out how to build a coherent, high-quality network, how to synchronise timetables, the infrastructure upgrades required at key hubs, the changes to fares and ticketing needed to make the system easy and a path to implementation that builds confidence.

The output of Mini Switzerland is not simply a better transport offer for the Hope Valley. It is a model: a tested, evaluated and documented approach that can be replicated in rural areas across the UK.

This report explains:

- The case for change in rural Britain
- The principles of an integrated rural network
- Why the Hope Valley is the right national demonstrator
- The design of the Mini Switzerland bus and rail network
- Improvements needed for reliability, ticketing and information
- Infrastructure upgrades required to make connections work
- Opportunities to integrate education, employer and visitor travel
- Governance and delivery approaches
- A framework for learning and national evaluation
- Costs and implementation steps

Mini Switzerland demonstrates how rural mobility in Britain can move from fragmentation to integration, from expensive underuse to sustainable ridership, and from dependence on the car to genuine choice.

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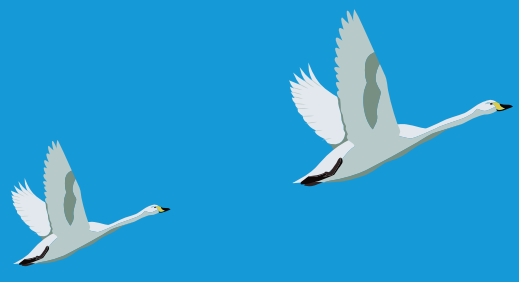
THE CASE FOR CHANGE IN RURAL BRITAIN



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THE CASE FOR CHANGE IN RURAL BRITAIN

Rural transport in Britain is struggling. Bus networks have contracted sharply over the past decade, leaving thousands of villages with infrequent services or none at all. Even where buses still run, irregular timetables, poor connections and limited evening or weekend services mean that, for many communities, public transport exists on paper but not in practice.

This decline is not a reflection of rural life itself. Across the country, smaller towns and villages have strong local economies, active visitor markets, thriving schools and employers who need staff. The problem is not the absence of demand - visitor and resident surveys indicate a strong desire by many to use public transport. It is the absence of a coherent network that makes public transport useful, predictable and easy to choose.

The current system is also expensive. When buses run infrequently, at irregular intervals and without reliable connections, they become a mode only for those with no other options. Ridership stays low, and the cost of each passenger trip becomes high. In many rural areas, public transport is paid for overwhelmingly by taxpayers rather than farepayers, not because rural mobility cannot work, but because the network is not designed in a way that attracts users. A thin, uncoordinated system is a costly one.

At the same time, rural Britain faces a second systemic challenge: car dependency. In many places, public transport is so unreliable or inconvenient that people must drive, whether they want to or not. This increases the cost of living, locks out people without access to a car, limits job opportunities, suppresses visitor spending and generates congestion in rural destinations already under pressure. For residents without cars – including approximately one-third of households in Sheffield and Manchester – large parts of rural Britain are effectively inaccessible.

Fragmentation makes all of this worse. Bus routes are planned independently of rail services. Fares differ between operators. Timetables are uncoordinated. Information is inconsistent. Even high-potential routes suffer from missed connections or services that stop too early in the evening to support shift workers, social trips or tourist itineraries.

The result is a network that works for almost nobody:

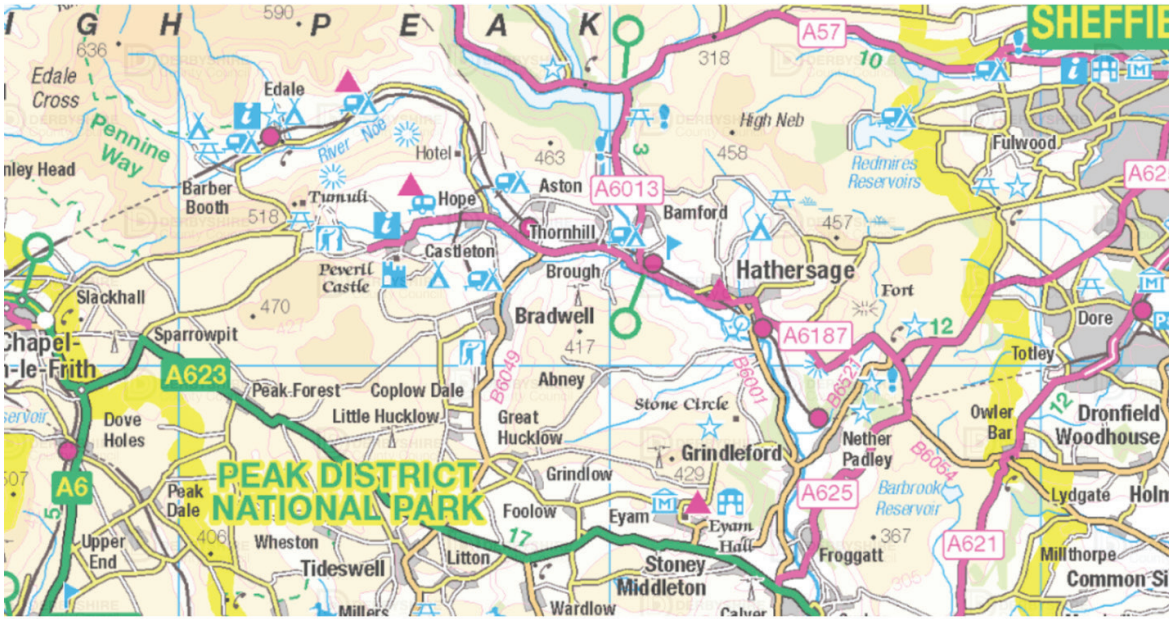
- too thin to be useful
- too unreliable to trust
- too disconnected to attract new riders
- too underused to be financially sustainable

Despite significant public funding, rural mobility in Britain continues to underperform because the underlying system is not designed as a network. Additional routes, grants or pilots help at the margin but do not solve the core design flaw: **public transport only succeeds when it is planned as an integrated whole, not as a collection of individual bus and train services.**

For Britain to improve rural mobility sustainably, it needs a different approach – one that shows how to build a network that people can rely on, that connects villages and towns properly, that supports the visitor economy, and that increases ridership enough for fare revenue to play a meaningful role in funding.

What is missing is a **national demonstrator:** a real-world example that shows how rural transport can work when it is planned as a coherent, integrated system; a model that can be studied, measured, adapted and replicated across the country.

Switzerland in the Peak District will be that demonstrator.



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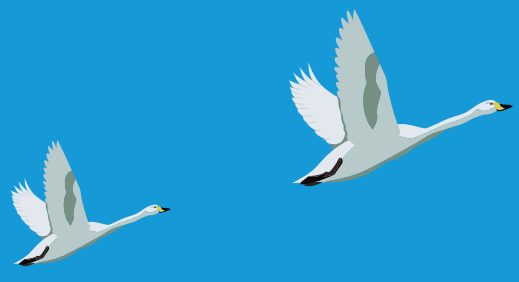
MINI SWITZERLAND: THE CONCEPT



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MINI SWITZERLAND: THE CONCEPT

principles for a better rural transport system

Rural public transport only works when it is designed as a network: easy to understand, predictable to use and reliable enough to trust. These principles are well established internationally, particularly in Switzerland, where rural regions with similar geography and visitor pressures to the UK have built networks that are frequent, coherent and well-used.

Britain does not need to reinvent the wheel. It needs to adopt and adapt lessons that have already been proven.

The following principles shape the Mini Switzerland approach and describe what a successful rural transport system looks like.

2.1 Hourly services on a clockface timetable

In rural areas, an hourly service is the minimum building block of a usable network. When buses and trains run at the same times each hour, every hour, the pattern becomes easy to remember and easy to plan around.

A regular, clockface timetable:

- makes services intuitive ("it's always at :10 past the hour")
- reduces the need to consult timetables constantly
- provides structure even where frequencies are not high

This predictability is the foundation on which all other improvements depend.

2.2 Seamless connections between buses and trains

Rural transport succeeds when buses connect passengers with trains and trains link passengers with buses. That means:

- planned interchanges
- coordinated arrivals and departures
- reliable transfer times at key hubs

When connections are seamless, each mode makes the other more useful. Rail extends the reach of rural buses to cities and beyond; buses extend the reach of rail deep into villages and visitor sites. As a result, more people use both, and the network as a whole becomes more attractive and the cost per passenger to the taxpayer falls.

2.3 A network that is easy to understand

For most people, the first barrier to using rural public transport is the complexity. If services feel fragmented or opaque, people default to the car.

A better system presents itself as a single, coherent network:

- clear routes and corridors
- obvious interchange points
- consistent wayfinding
- a recognisable overall pattern

When people can see at a glance where they can go, and how to get there, they are far more likely to use the system.

We can learn from previous examples of bus/ rail integration on a single route basis, such as Great Western Railway's 'Rail Link' buses. The GWR integration team have offered their support and advice.

Rail Link

Above
Multi-modal marketing: GWR's Rail Link features bus stops branded with information about connecting rail services, and the buses themselves feature cantrail vinyls about rail connections

Left
In addition to bus stops highlighting rail connections, rail stations feature information about where to catch onward connecting buses, with QR codes linking to bus times and directions to the nearest bus stops

2.4 Simple, joined-up ticketing

Ticketing needs to be simple, integrated and easy to use. Customers should not have to navigate multiple operators, products and boundaries to make a straightforward journey.

An effective rural network offers:

- a single ticket covering all local services in the area, regardless of who operates them
- straightforward ticket add-ons that combine bus and rail travel
- attractively priced day and group tickets
- predictable, transparent pricing

This removes anxiety about "getting the wrong ticket" and supports both everyday use and occasional trips, particularly for visitors.

2.5 Quality and reliability as the core offer

Hourly services make reliability more important. To build trust, rural networks must:

- minimise cancellations
- keep to time
- offer clean, comfortable vehicles
- provide interchange points that feel safe and are well-maintained

2.6 Clear, comprehensive information

Information is the glue that makes an integrated network usable. People need to know:

- where to wait
- whether their planned connection will work on the day
- how to navigate unfamiliar places

This requires:

- easily accessible information, both online and printed
- clear signage and wayfinding at stops and stations
- simple network maps and timetables showing buses and trains together
- real-time information and real-time apps where possible
- consistent digital data to support apps and journey planners

2.7 Nobody left off the map

A coherent network ensures that every settlement of any size, schools, workplaces and all main visitor attractions have at least an hourly service.

Hourly connections enable:

- access to work, education and healthcare
- social and family trips
- access to the countryside for those without a car
- participation in the visitor economy

2.8 Comprehensive marketing of bus services

Rural bus services nationwide are frequently not marketed, and when they are promoted, it is generally not as part of an integrated network. Marketing aims to influence travel behaviour and increase bus ridership by highlighting convenience, cost-effectiveness and visitor and community benefits. This requires:

- understanding of customer (needs, behaviours, segments)
- clear value propositions
- multi-channel communication (digital, traditional)
- visitor and community focus

2.9 Better value through higher ridership

Sparse, uncoordinated rural services attract few users. They are expensive to run and are funded largely by taxpayers because fare income is low.

Integrated services do the opposite:

- connections make more journeys viable
- buses and trains reinforce each other
- more people use the network
- fares cover a greater share of operating costs

The aim is not just to provide more public transport (though this is necessary), but to create a system where a higher proportion of costs is paid by farepayers rather than taxpayers, because the network is genuinely useful.

2.10 A demonstrator, not just a pilot

A pilot tests one intervention in isolation – for example, a new route or a revised timetable. A demonstrator tests a whole system.

Switzerland in the Peak District is designed as a demonstrator of the Mini Switzerland concept:

- applying all the principles above together
- in a real rural setting with real constraints
- generating evidence on ridership, costs and behaviour
- identifying practical challenges and solutions
- providing a model that can be adapted elsewhere

2.11 Behaviour change

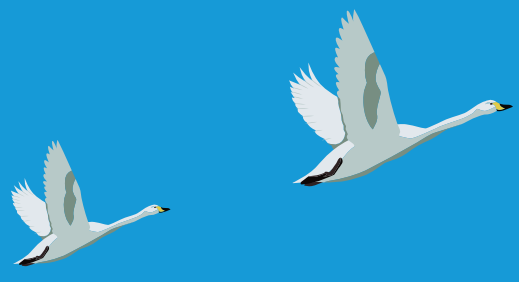
Building confidence in using public transport takes time. We have become a car-dependent society, particularly in rural areas. Practical information about how to use the bus and train needs to be accompanied by much wider publicity about the personal and social benefits: improved health, more social contact, enjoying the experience of car-free travel, quieter villages and beauty spots.

The demonstrator must run for a minimum of five years, with substantial resources allocated to encouraging local people and visitors to try the new services. It also needs an awareness programme so that everyone can be kept informed of the direct and indirect benefits that a Mini Switzerland approach can bring to the whole community.

Britain needs a working example of integrated rural mobility that can be studied, refined and replicated. Mini Switzerland is intended to be that example.

3

WHY THE HOPE VALLEY?



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WHY THE HOPE VALLEY ?

The Hope Valley is not an arbitrary location for a Mini Switzerland demonstrator. It is a place where the challenges and opportunities of rural transport in Britain come together in a way that is both representative and uniquely suited to a demonstrator.

3.1 A rural corridor between two major cities

The Hope Valley is located between Sheffield and Manchester, two large city regions with strong economies and extensive public transport networks. Yet this rural area is not well connected to either in a coherent way.

The geography makes the Hope Valley an ideal testbed:

- a clear east–west corridor
- a string of villages and small settlements along the route
- a rail line already serving five local stations with an hourly service
- multiple existing bus routes that can be reorganised into a network

It behaves like many other British rural corridors, but with the added advantage of an existing hourly rail spine.

3.2 High car-free populations with limited access to the countryside

Around one in three households in Sheffield and Manchester have no access to a car. For hundreds of thousands of people, the Peak District is geographically close but distant in practice.

Today:

- non-car owners cannot reach the Hope Valley without complex, time-consuming journeys
- opportunities to access nature, walking routes and rural destinations are restricted
- the visitor economy draws mostly on those who can drive

By building a coherent, integrated public transport network, Mini Switzerland in the Peak District provides:

- a realistic alternative to the car for those who have one
- a new opportunity for those who do not
- a demonstration of how rural–urban integration can widen access to the countryside

3.3 A busy National Park under pressure

The Hope Valley sits within the Peak District National Park, which attracts tens of millions of visitors each year. Most of these visits currently involve a private car.

The result is familiar across rural Britain:

- congestion in villages and on narrow roads
- pressure on parking
- delays for buses and emergency services
- impacts on residents and the landscape

These are issues that are common across National Parks and popular rural destinations nationwide.

3.4 Strong foundations already in place

The Hope Valley already has some of the ingredients needed for an integrated network:

- an hourly stopping train service calling at five local stations
- existing bus routes linking villages, schools and nearby towns
- established local demand for: commuting, education, shopping, healthcare, leisure and tourism
- engaged local stakeholders and community organisations

This means that Mini Switzerland is not starting from zero. The Switzerland in the Peak District proposal will reconfigure and upgrade an existing set of services into a coherent, clockface, integrated network that demonstrates what is possible.

3.5 Representative challenges that mirror national issues

The Hope Valley also has many of the practical constraints that rural authorities face elsewhere:

- narrow roads and tight junctions
- limited space for buses at train stations and in village centres
- historic layouts that complicate bus turning and waiting
- station locations remote from village centres
- constrained budgets and a high proportion of tendered bus services

These are typical of rural Britain. That is precisely why the area is well-suited to a demonstrator: solutions that work here are likely to transfer elsewhere.

3.6 An engaged community passionate about sustainable transport

Switzerland in the Peak District is being promoted as a Mini Switzerland demonstrator by Hope Valley Climate Action (HVCA), an organisation dedicated to promoting sustainable solutions. HVCA has a track record of successful delivery and has already engaged in multiple local projects in partnership with the local authorities and the National Park Authority.

HVCA has successfully won a grant from the Foundation for Integrated Transport (FIT), which has helped pay for the development of these Switzerland in the Peak District demonstrator proposals.

HVCA will not deliver Switzerland in the Peak District itself, as the demonstrator will require the powers held by local authorities. However HVCA has a role to play as a strong powerful community engagement and delivery organisation, voluntary resource, and source of insight and local marketing.

Mini Switzerland and the local Peak District demonstrator are being promoted with support from a small army of volunteers. Not only members of HVCA but national transport experts Thomas Ableman, Nigel Hutton, John Bickerton, Matt Harrison, Anshel Cohen, Charlie Nichols and many others have all volunteered their time.

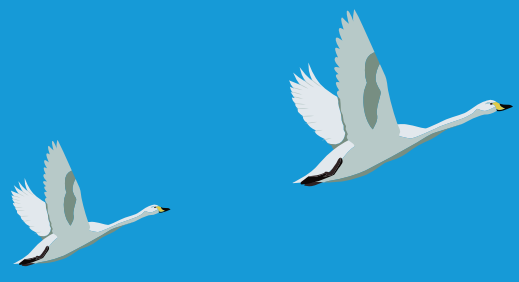
Many people have expressed support for the Mini Switzerland concept. A full list of supporters is available at the end of this report.

If Switzerland in the Peak District happens, the delivery organisation will be able to draw on a huge groundswell of local, regional and national support.

Above
A pair of Northern Class 195 trains providing much-needed capacity in the Hope Valley.

4

DESIGNING THE HOPE VALLEY NETWORK



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DESIGNING THE HOPE VALLEY NETWORK

The Switzerland in the Peak District network is built around the organising principle that the hourly Northern Trains stopping service forms the fixed spine of the Valley's public transport system. Everything else (buses, visitor routes, hubs and interchange times) is structured around this stable, predictable pattern. This is how Switzerland's successful transport service is organised.

One of the strengths of the approach is that the rail timetable does not need significant change. The stopping service already provides the consistency required for clockface integration. By designing bus services around the existing rail pattern, we avoid complexity and create a coherent network that is easy to deliver and easy to use.

The result is a system where every village and many smaller settlements have at least an hourly bus, key corridors have a "turn-up-and-go" frequency, and bus services connect meaningfully with trains at Bamford, Hope or Edale.

4.1 The Rail Spine: a fixed, reliable foundation

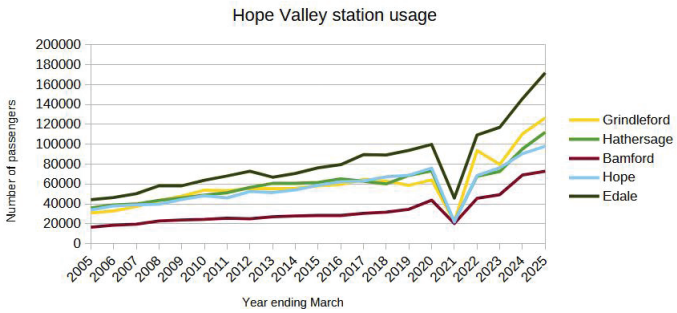
The stopping train between Sheffield and Manchester runs hourly, calling at Grindleford, Hathersage, Bamford, Hope and Edale at the same minutes past each hour. This existing regularity is the backbone of the Mini Switzerland concept and the Switzerland in the Peak District Demonstrator.

The rail service provides:

- a consistent hourly anchor around which bus arrivals and departures can be planned
- access to major city-region networks without change of train
- a predictable structure that removes the need for new rail interventions
- a fast and reliable cross-Valley option that ties the network together.

To deliver the full potential of Switzerland in the Peak District, there will need to be a focus on improving and then maintaining a reliable train service, including extra capacity as more people use the trains. This needs to include optimising scheduled maintenance with the objective of reducing the time needed for engineering works on Sundays - one of the most popular days for rail use.

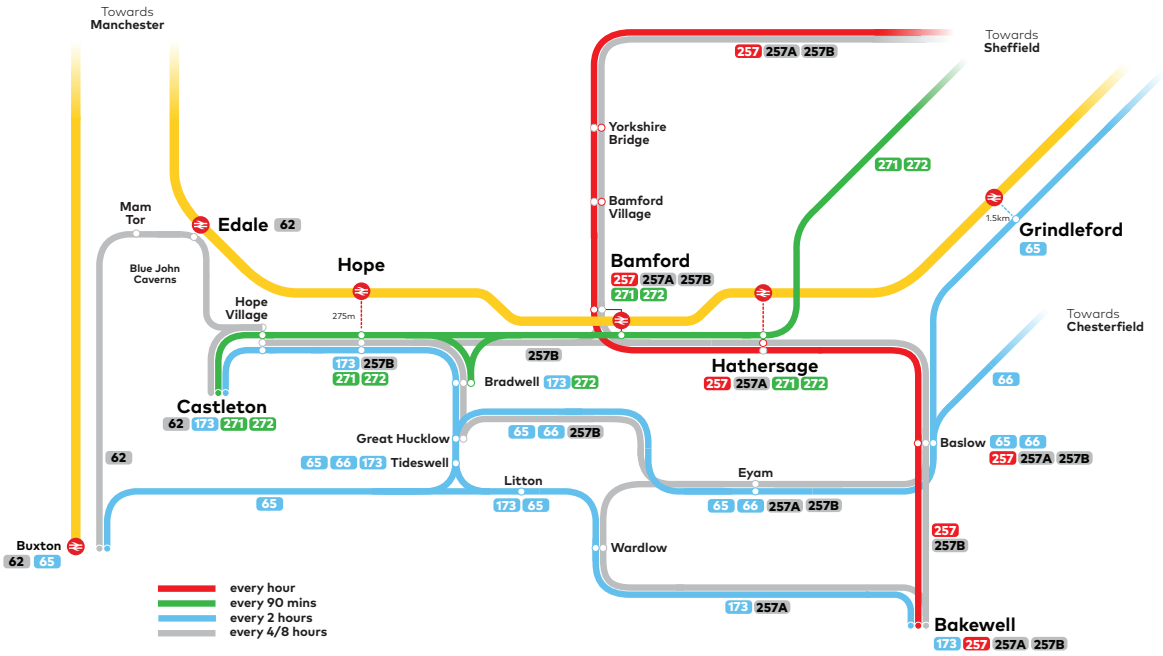
The potential for Switzerland in the Peak District has been demonstrated by the very substantial increase in use of the five Hope Valley stations in recent years.



Left
Usage figures for Hope Valley stations 2005-2025

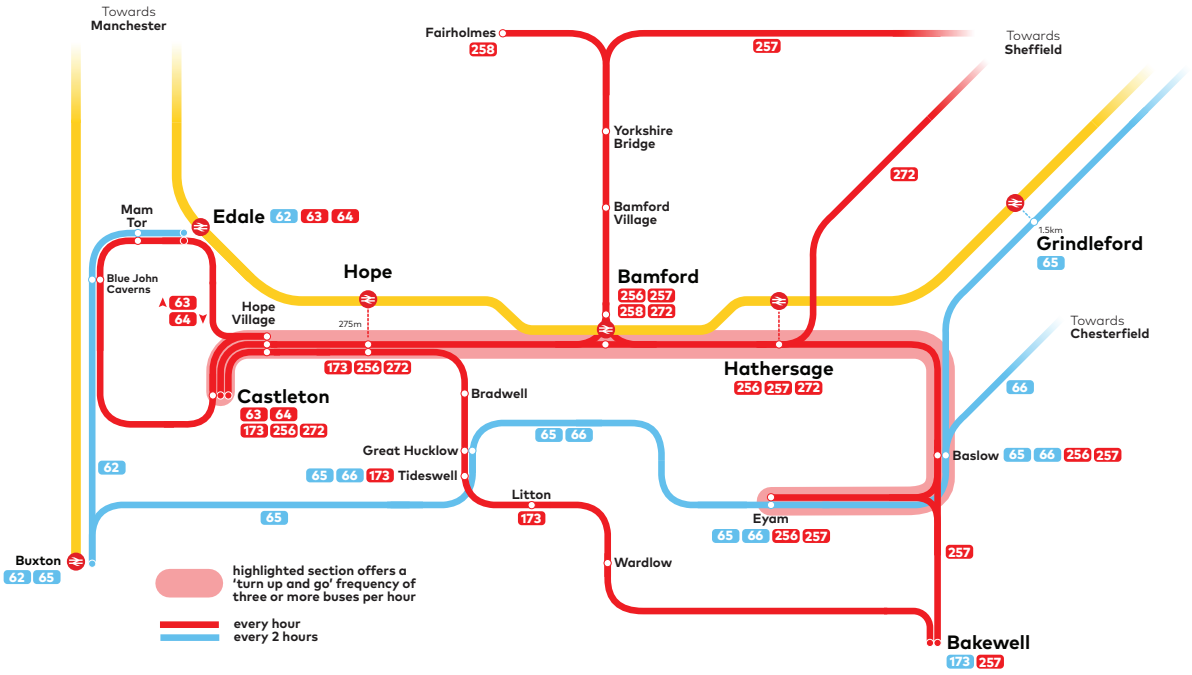
4.2 Bus services: an integrated network

This diagram shows the existing Hope Valley bus network. It can be seen that there are bus services covering much of the Hope Valley that connect with Sheffield, Bakewell and Buxton. However, the services are infrequent and unpredictable. They are not timed to meet the trains, meaning passengers wishing to connect often have a wait of more than 30 minutes; considerably longer than the on-bus element of their journey. Evening and Sunday bus services are confined to the main 272 Sheffield-Castleton route and to the 62 Castleton-Edale-Buxton route.



As a result, bus services in the Hope Valley are primarily used by those with no option and frequently are very lightly loaded. The subsidy cost is high, making these buses an inefficient use of taxpayer funds. Yet they are also a socially necessary lifeline for those who depend on them.

Instead of treating them as purely a lifeline, it would be better to treat them as a viable public transport service that attracts farepayers in large numbers and supports the local economy. The proposed network has been designed to achieve these objectives:



The main bus corridor between Castleton, Hope, Bamford, Hathersage and Eyam will operate **every 20 minutes all day**, forming the Valley's highest-frequency axis. This corridor connects:

- the largest villages
- key employment and education destinations
- local shops and services
- the National Park's busiest visitor sites
- the rail hub at Bamford

This "turn-up-and-go" frequency means people do not need to check a timetable for most local trips.

The corridor bus service would consist of three routes and meet all trains to and from Manchester between 0736 and 2350. The first buses on the corridor would start around 0640 and the last bus finish just after midnight. People wanting to travel to or from Sheffield city centre will probably choose to use the bus for their entire journey as this may be more convenient.

The corridor creates:

- **fast travel between villages**
- **a reliable backbone for households without cars**
- **a viable alternative for visitors**
- **a strong feeder to the rail network at the Bamford Hub**

Even more importantly, it demonstrates a principle that will resonate nationally:

A rural corridor with modest demand can justify high frequency when it sits inside an integrated network rather than operating in isolation.

Above
A Northern stopping service from Sheffield to Manchester Piccadilly calls at Hope station.

Bamford Village and Yorkshire Bridge would also benefit from an hourly service linking them with Bamford Station, Sheffield and villages on the main corridor, either direct or with one simple co-ordinated connection at Bamford Station. Buses will be co-ordinated to provide connections to and from Manchester trains between 0736 and 2350.

Residents of Bradwell, Tideswell, Litton, Great Longstone and Bakewell will benefit from a doubling of the bus frequency on route 173 to hourly, connecting them with popular destinations between Castleton and Bakewell, including a' Mini-hub' at Hope Station, where the 173 bus will connect with every train to and from Manchester and Sheffield between 0733 and 2311. Passengers may also use this hub to continue their journey by bus.

The first bus on route 173 will start at 0630 and the last bus will finish shortly after midnight.

From Edale, new routes 63 and 64, which will run as clockwise and anti-clockwise circular services, will serve the villages of Castleton and Hope as well as the key visitor destinations of Mam Tor, Winnats Pass, and Blue John Cavern.

Buses on routes 63 and 64 will connect hourly with trains to and from Manchester and Sheffield calling at Edale between 0727 and 2319.

Also at Edale, the bus service to Buxton via Chapel-en-le Frith will be upgraded from four hourly to two hourly

Hourly core services are the minimum requirement for a coherent rural network. They ensure that every settlement:

- is part of the hourly structure
- can reliably reach rail services
- can access shops, healthcare, work and education
- is not forced into car dependency

This is how rural networks are designed in Switzerland and across much of mainland Europe: **hourly is the base layer.**

Fast and consistent multimodal journeys to the heart of the Peak District
Afternoon and evening connections between Manchester Piccadilly and Bradwell via Hope Station

Timings from Travelline (Friday 5 December 2025) and the Mini-Switzerland proposal.

An illustration of the Mini Switzerland 'Hub' concept

Designing connections around bus and rail hubs ensures that consistent journey times are available regardless of the time of day. The Mini Switzerland approach reduces end-to-end journey times, from 2 hours in this example, to around one hour.

The network requires strong interchange points where connections can be made easily and consistently. The three key hubs are:

Bamford station: the Eastern hub

- rail connections west towards Manchester. Bus or rail connections east to Sheffield plus the opportunity to interchange between other buses serving the area
- main link to the Castleton–Eyam bus corridor
- direct bus access to Ladybower, Stanage, and Upper Derwent visitor areas
- requires modest but important improvements to pedestrian routes, pedestrian crossing point, interchange layout, signage and waiting areas

Edale: the Western hub and visitor gateway

- rail connections east to Sheffield and west to Manchester
- terminus for integrated visitor routes, popular with day visitors and walkers

Hope: mini-hub for Bradwell and the south

- rail connections east to Sheffield and west to Manchester
- trains currently 'cross' here, arriving at the same time from both directions
- access by stairs only (no ramps) to one platform; buses cannot access the station forecourt
- mini-hub for southbound services to Bradwell, Tideswell and Bakewell and interchange with other bus services
- requires improved main road crossing main road crossing at Station Road End, 275m walk from station entrance
- potential to resolve existing issues and play a greater role in bus-rail connectivity within the Hope Valley. Hope Station should be a priority project for external capital investment to improve passenger and bus access.

Each hub demonstrates problems common across rural Britain:

- tight spaces
- historic layouts
- limited or no room for buses
- inconsistent signage
- car-dominated access patterns

The work to solve some of these issues in the Hope Valley can be undertaken as part of this project, whilst others will require further development and investment, and this will generate leaning that can be applied nationally.

4.3 A clockface network that behaves as one system

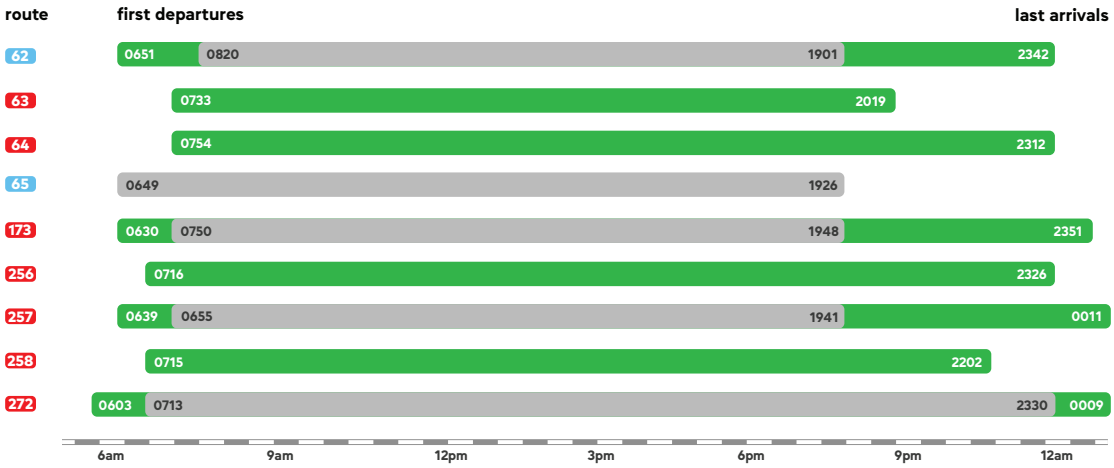
The full network will operate as a co-ordinated whole with as a single, repeating pattern each hour:

- trains arrive
- buses arrive shortly before
- connections are made
- buses depart shortly after the trains
- the pattern repeats consistently all day

This creates a Valley-wide mobility system where:

- travel is intuitive
- multi-stage journeys become realistic
- visitors can access the National Park without a car
- residents can reach Sheffield, Manchester and local destinations confidently
- the entire network grows ridership, increasing fare income and reducing subsidy
- local and national authorities can observe, measure and replicate the structure

Switzerland in the Peak District
Bandwidth diagram of current and proposed bus operating times



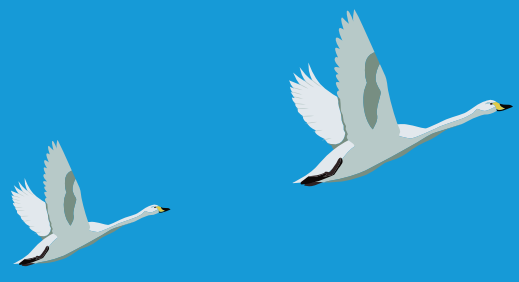
Key

Current operating times
Proposed bus operating times

Chart represents operating times Monday to Saturday.
All proposed services run hourly, except 62, 65 and 256.

5

VISITOR MOBILITY



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VISITOR MOBILITY

The Hope Valley lies at the heart of the Peak District National Park, one of the most visited rural destinations in the UK. Millions of people travel into the Hope Valley each year to reach attractions such as Mam Tor, Edale, Castleton and Blue John Caverns. Almost all of these trips are made by car.

This creates a set of challenges that are deeply familiar across rural Britain.

- congestion on narrow roads
- delays to emergency services responding to emergency calls
- long queues at pinchpoints
- visitor parking dominating village centres
- pressure on the landscape and local environment
- delays to local bus services trying to share the same roads
- a degraded visitor experience, particularly at peak times

These issues are not unique to the Hope Valley, they reflect a national pattern. That is why this demonstrator has such relevance nationwide.

If 5–10% of visitors choose the integrated network rather than driving (a conservative estimate) this represents:

- thousands fewer cars per day at peak times
- smoother traffic flows
- fewer delays for buses
- lower pressure on access roads and parking
- improvements to local quality of life
- a stronger local economy
- car-free residents of Sheffield and Manchester gaining access to green spaces

5.1 Making visitor mobility work all year

Visitor patterns have changed, as have travel patterns across the UK. The Hope Valley now sees:

- high weekend use across all seasons
- surges during summer months
- strong autumn and spring walking demand
- year-round domestic tourism

A seasonal bus network cannot cope with this.

A year-round, hourly pattern ensures:

- the network is stable, not sporadic
- marketing is easier and more credible
- residents benefit as well as visitors
- operational staff can be recruited and retained consistently
- the whole system behaves predictably

The recently-introduced seasonal Sightseer premium-fare bus service, operating through the Hope Valley and to other visitor destinations in the National Park, has successfully demonstrated a market for visitor-oriented routes.

5.2 Why this matters nationally

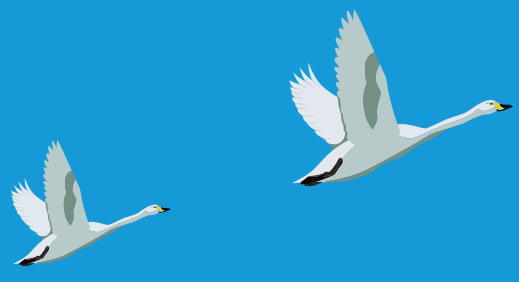
The visitor mobility challenges in the Hope Valley are the same challenges faced by almost every National Park and rural area in Britain.

By demonstrating an integrated, year-round visitor mobility system, Mini Switzerland provides a practical template for rural areas across the UK.

Map of current bus services in the Hope Valley
Credit: Derbyshire County Council

6

TICKETING AND FARES



MINI Switzerland

TICKETING AND FARES

making the network easy

Ticketing is central to making Mini Switzerland intuitive and usable. The current offer is fragmented and confusing, particularly for visitors and for residents who travel infrequently. Different operators have different products, acceptance rules vary and there is no single ticket that clearly covers the whole Valley.

The Mini Switzerland approach simplifies this. It creates a straightforward ticketing structure that aligns with the integrated network design and removes the need for passengers to understand operator boundaries or exceptions.

The goal is not to introduce new technology or complex systems, but to use **existing mechanisms** to create a **simple, unified passenger offer.**

6.1 A single ticket valid on all Valley bus services

The core proposal is a single bus ticket that is valid on all bus services in the Hope Valley, regardless of operator. This ensures that:

- passengers no longer need to compare or choose between operator-specific products
- occasional users and visitors feel confident that their ticket is valid
- the network behaves as a single, coherent system from a user perspective

This ticket will be the best value option for anyone making two or more bus journeys per day, greatly simplifying the choice and removing complexity.

This is deliverable using existing multi-operator arrangements already used in other parts of the UK. The intention is to simplify what is already permissible, not to create new structures.

6.2 Straightforward rail + bus integration

The Hope Valley network is designed around seamless interchange between bus and rail, so ticketing must support this. The proposal does not require new technology or new fare systems. Instead, it involves using existing mechanisms to ensure that rail passengers can easily access both buses and trains in the Hope Valley network.

Our proposal includes a new PlusBus ticket covering the whole of the Hope Valley network, making it possible for rail travellers to get a great value combined train and bus ticket .

While the core plan does not depend on new technology, Fairtiq (the providers of the EasyRide smart ticketing system used in Switzerland) are supportive of Mini Switzerland.

Fairtiq is currently being trialled on a Northern route out of Sheffield, but a test on a single mode does not deliver the full benefits of the Fairtiq solution. The way EasyRide works in Switzerland, passengers simply need to tap their smartphone at the start of their journey and then the GPS on the passenger's phone records their travel for the day, and the EasyRide system automatically identifies the trains and buses they have travelled on, and debits their account with the cheapest, integrated ticket for the journeys they have made.

The introduction of a Swiss EasyRide-style option is not priced within the Mini Switzerland proposal but it should be considered.

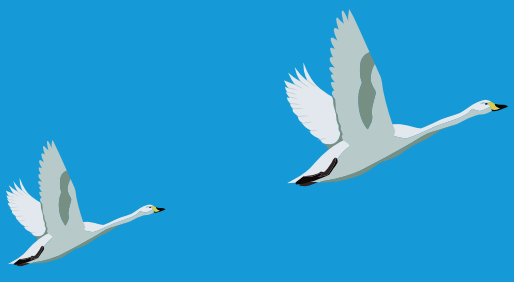
Fairtiq have surveyed the Hope Valley and are confident the GPS is sufficient for it to be deliverable.

The Rail Link brand has recently been revived by GWR for use on certain dedicated bus connections to rail. This project could build on this by using the Rail Link brand for an entire network.

Rail Link

7

DELIVERING RELIABILITY



MINI Switzerland

DELIVERING RELIABILITY

and operational performance

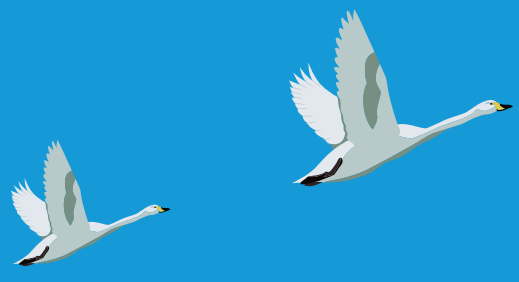
A clockface, integrated network only succeeds if it is reliable. In rural areas, where frequencies are lower and connections are essential, reliability is key.

Mini Switzerland places reliability at the centre of its design. The network is built around a repeating hourly structure, so every element from bus running times to interchange layouts must reinforce that consistency.

Delivering this requires a deliberate operational approach. The proposals do not call for new technology or untested ideas but they do require both rail and bus operators to focus actively on delivering a reliable service. We have had excellent engagement from Northern Trains, who are fully supportive of the Mini Switzerland approach.

8

DATA, MONITORING AND LEARNING



MINI Switzerland

DATA, MONITORING AND LEARNING

At its core, Mini Switzerland is a national demonstrator. Its purpose is to show how a fully integrated rural transport network performs in practice, what changes in behaviour it generates and what challenges and opportunities emerge.

To achieve this, the project must collect a clear, structured set of data from the outset. The focus is not on evaluation in the sense of pre-defining "success," but on learning: understanding how an integrated rural network behaves, and providing insights that can inform other rural areas across the UK.

Data collection will therefore concentrate on:

- what happens when rural buses and trains are fully integrated
- how quickly demand grows
- how passengers use the network over time
- how visitor travel patterns respond to credible alternatives to the car
- what it takes operationally to make rural connections work consistently
- what challenges arise in real-world delivery

Britain's statutory transport passenger watchdog and research organisation Transport Focus is supportive of the proposal and has offered to do some before-and-after research to help measure the impact.

8.1 What data should be collected

The following data should be collected:

1. Passenger ridership

Across both bus and rail:

- baseline usage before the integrated network launches
- hourly and daily patronage by route
- growth rates over the first months and years
- seasonal patterns
- visitor vs resident usage where identifiable

2. Passenger behaviour and journey patterns

Understanding how people use the network:

- interchange volumes at Bamford, Hope and Edale
- common multi-stage journey chains
- shifts from car to bus/rail for visitor travel
- changes in access to employment, education and healthcare

This helps other areas understand how rural networks behave when properly integrated, and which journey types change most.

3. Reliability and operational data

Monitoring:

- punctuality of buses at hubs
- connection success rates
- journey time variation on key corridors
- the operational impact of visitor surges
- the role of small infrastructure improvements

This provides crucial insight into the practical requirements for making an integrated network work under rural conditions.

4. Ticketing and usage of integrated products

Where possible, collecting:

- uptake of multi-operator bus tickets
- use of group/family tickets
- PlusBus purchases
- whether integrated products change visitor behaviour

This helps authorities understand how much ticket simplicity influences demand; a key question for rural mobility nationwide.

5. Costs and resource requirements

Collecting information on:

- operating hours
- peak resource requirements
- additional support needed during visitor surges
- marginal changes in cost associated with integration

Again, the purpose is learning, not to impose a predefined value-for-money threshold.

Different areas will have different budgets and cost structures; what matters is understanding what resources are actually needed to run a coherent rural network.

6. Customer feedback and qualitative insights

Gathering:

- feedback from residents, visitors and businesses
- insights from drivers and operational staff
- perceptions of reliability, clarity and ease of use
- responses to the clarity of ticketing and information

This qualitative layer complements the quantitative data and helps authorities understand how an integrated system is experienced in practice.

Qualitative feedback is also an important tool in identifying where improvements are needed or shortcomings need to be addressed and what changes need to be implemented during the project.

8.2 Why this data matters nationally

Many authorities contemplating rural integration face the same questions:

How much will demand grow?

How long does it take to build usage?

Where does demand grow first: commuting, leisure, visitors?

How reliable can rural connections be in real conditions?

How much does ticket simplicity matter?

What level of operational intervention is realistically needed?

Mini Switzerland provides the opportunity in the UK to answer these questions through a real integrated rural network, not theoretical modelling.

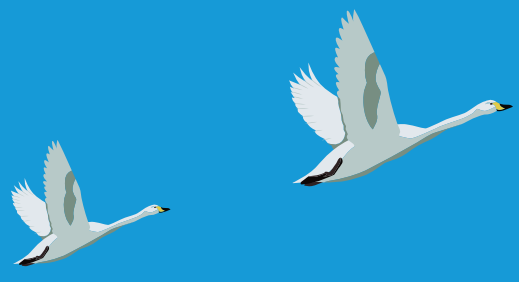
The collected data will give:

- practical evidence for other valleys, corridors and National Parks
- insight into operational realities
- behavioural understanding of residents and visitors
- a basis for refining future integrated designs

This is the fundamental purpose of the demonstrator.

9

GOVERNANCE AND DELIVERY



MINI Switzerland

GOVERNANCE AND DELIVERY

Mini Switzerland does not require new institutions or major structural change. It can be delivered within existing transport planning and bus commissioning arrangements, provided partners work together in a coordinated and disciplined way.

The governance approach is deliberately pragmatic. Its purpose is to ensure that bus services, the rail timetable, visitor mobility, infrastructure improvements and data collection operate as a single, coherent system, without constraining the agency of the bodies responsible for delivery.

9.1 Geography and Partnership

Mini Switzerland is located within the East Midlands Combined Authority area, but it is inherently cross-boundary. The rail spine links Sheffield and Manchester, and the network is intended to improve access from both city regions into the Peak District, as well as mobility within the Hope Valley itself.

This geography points naturally towards a partnership approach. A suitable structure already exists in the form of the Peak Partnership, established by the three Mayors. The demonstrator should be delivered in the spirit of this arrangement, with the relevant authorities and partners working together to support a single integrated network from the passenger's perspective. The precise form of that partnership does not need to be prescribed here.

9.2 Delivery Leadership

Within this partnership context, EMCCA is the obvious integration lead and delivery body, reflecting both geography and responsibility. EMCCA is best placed to align bus commissioning, infrastructure upgrades, customer information, marketing and the monitoring programme.

This observation does not pre-empt how EMCCA chooses to structure delivery.

9.3 The Role of Rail

The rail service provides a stable foundation for the demonstrator. The hourly stopping service already operates to a clockface pattern, and the wider network is designed to run around it.

Northern Trains is supportive of Mini Switzerland and should be an active participant in the partnership, working collaboratively on station access, interchange quality, information and operational reliability. While there is scope for improvement, the success of the demonstrator does not depend on major rail timetable change. The project is structured to work with the service as it exists today.

9.4 Bus Services and Regulatory Approach

Mini Switzerland does not require bus franchising. The demonstrator network can be delivered by the Enhanced Partnership within the current hybrid of commercial and contracted services, provided there is a partnership arrangement that enables coordinated timetables, interchange standards, marketing and ticketing. The critical factor is not the regulatory model but the discipline to manage the network as a network rather than as disconnected routes.

Some partners may have concerns about competition law implications. These can be addressed pragmatically, either through existing Enhanced Partnership legislation or, if helpful, through a simple confirmation from the Competition and Markets Authority that the specific coordination required is in the public interest. We believe this could be achieved through a simple letter exchange and does not need to be bureaucratic.

9.5 Community and Long-Term Support

Mini Switzerland benefits from strong voluntary support coordinated by Hope Valley Climate Action, which has played a central role in developing the proposal and mobilising expertise. As delivery passes to the responsible public authorities, HVCA can continue to act as a long-term community partner, supporting engagement, local insight, marketing and behaviour-change activity over the full five-year demonstrator period.

HVCA should therefore be included within the partnership approach in a supporting role that strengthens delivery without complicating accountability.

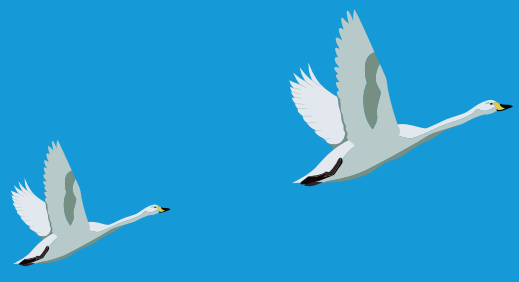
9.6 A Deliverable Proposition

The principal risk to projects of this kind is not governance complexity but hesitation. Too often, initiatives that are technically feasible are talked out of existence before they begin.

Mini Switzerland has been deliberately designed to be deliverable within existing powers and structures. With a clear delivery lead, a partnership approach across boundaries and providers, and sustained attention to the clockface network principles, it can be done.

10

PROJECT COSTS



MINI Switzerland

PROJECT COSTS

The Mini Switzerland demonstrator is a learning opportunity. By definition, this means there is greater uncertainty about future revenues and net costs than in a conventional transport scheme.

The purpose of funding a national demonstrator of Swiss-style transport integration is to understand what level of investment is required, how passengers respond to a fully integrated network, identify and resolve the practical and operational questions and measure how revenues evolve over the project's 5 year horizon.

The Mini Switzerland demonstrator has been designed to work with modest infrastructure improvements and is based on supplementing the current bus network. These are comparable in scale to typical local transport improvements rather than major infrastructure schemes.

However, an integrated, clockface system covering the whole Hope Valley does involve additional operating resources and some targeted capital enhancements.

The estimates we have developed are derived from existing contracts, current network costs and the specific service patterns proposed in the Hope Valley. They therefore provide a credible order-of-magnitude planning range, even though actual outcomes will depend on behavioural response and delivery choices.

The indicative figures are intended to support understanding and planning; they are not presented as definitive. The purpose of the demonstrator is to learn, and real-world operating costs will refine these estimates over the five year project. This will benefit both the Hope Valley network, other initiatives in the EMCCA region and all future Mini Switzerland projects – which can use the project learning to develop schemes utilising proven interventions and greater budgetary accuracy.

10.1 Basis of cost estimation

The cost estimates are based on:

- current bus services and contracts in the Hope Valley
- data from the existing net-subsidy arrangements, in which operators retain revenue and receive subsidy for the gap between fare income and operating cost. Note that cost-based subsidy may be more appropriate for Mini Switzerland.
- the existing tendered and commercial structure of local bus operations
- the current Northern Trains stopping service, which requires no timetable changes
- a new PlusBus zone for the five Hope Valley stations to enable seamless bus and train travel

Where the proposed network extends beyond current services, the costs have been extrapolated directly from the cost base of the services they replace or extend. This ensures that the figures remain comparable with what is already being paid for rural bus services in Derbyshire today. However, it has the disadvantage that the forward projections are based on the historic net subsidies for the currently inadequate routes.

The revenue assumptions are deliberately cautious regarding the pace and scale of demand growth. There is currently no UK example of a fully integrated rural network of this kind, so there is no direct reference point for forecasting the rate at which ridership grows or how it is distributed across resident and visitor markets.

The work that we are doing is also informed by a previous study undertaken by the University of Plymouth in 2024 evaluating the growth of Rail / Bus integration on several rail and bus routes. This study reported encouraging revenue growth across all the evaluated routes. However, the learning value was limited by the fact that the individual routes were geographically separated, the individual projects were not specifically designed as learning opportunities and the evaluation period included the Covid pandemic. Mini Switzerland creates the opportunity to learn on a whole-network basis, with connectivity and evaluation built in from the start.

10.2 Capital cost estimates

It is estimated that capital expenditure of circa £1m will be required prior to the bus services commencing. These costs are spread across a number of small interventions, none of which individually exceeds £200k. These include improvement of bus stops and buses, minor highways changes, bus stop highways marking improvements, interchange improvements at Bamford, changes to the bus stops at Castleton, minor junction reprofiling at Rushup Edge / Edale Road and an extension of the main road bus laybys near Hope Station. This also includes station signage improvements, bus stop signage upgrades and customer information improvements.

A further £0.8m of capital expenditure has been identified as highly desirable. This includes traffic signal priority, the installation of a signalised pedestrian crossing at Bamford station, additional bus stop branding and improvement at individual bus stops including the construction of hard standing where there is currently none.

As part of this project, we are not proposing

- new buildings
- road widening
- parking expansions
- major station works
- or heavy engineering

At Hope Station, larger-scale capital investments would be welcomed, but the project can proceed in advance of any improvement package at the station. It is therefore assumed that if these upgrades do happen, they are funded as separate capital projects.

10.3 Non-bus service recurring costs

Up to £1m per year of additional recurring expenditure is also anticipated. This includes the provision of an integrated travel product to enable multi-modal rail-bus travel on a single ticket, marketing, additional journey reliability measures and maintenance of customer information. These are network-enabling costs rather than service mileage costs.

10.4 Bus service costs

The contracted bus service costs are the biggest cost element of the Mini Switzerland project, and the hardest to estimate.

A defining feature of the Swiss model is that it prioritises **network connectivity over standalone vehicle efficiency**. Buses are timed to meet trains and wait at interchange points. While this reduces vehicle utilisation when viewed in isolation, it significantly improves end-to-end journey efficiency for passengers and increases overall network usage. This shift from vehicle efficiency to multi-modal system efficiency is a core reason for Switzerland having the highest rate of public transport use in Europe. This is an entirely new way of working for UK transport and a key feature of Mini Switzerland.

It is estimated that year one net subsidy is likely to be circa £3m higher than the costs of the existing Hope Valley network. It is likely that net subsidy will fall over the subsequent five years. This projected reduction reflects expected ridership growth, particularly in visitor and discretionary travel markets, increasing farebox income over time.

These estimates have been calculated in a variety of ways, both using the publicy-available net subsidy contract information and on estimates of operating costs and passenger revenue. However, it is crucial to remember that the purpose of Mini Switzerland is as a learning opportunity for an integration model currently untested in the UK. Therefore, the degree of revenue growth may be slower – or significantly faster.

10.5 Total project costs

Approximately £1m of upfront capital expenditure is required. This capital requirement is modest in comparison to typical highway infrastructure schemes. Thereafter, the first full operating year (2027-8) requires approximately £4m of revenue expenditure, falling over the subsequent years to circa £2m.

Other necessary costs such as project management, contingency and research will be dependent on the delivery model employed and the capabilities already available in the delivery organisation. It is assumed that this delivery organisation will be the East Midlands Combined County Authority, which is currently forming its transport function.

10.6 Relationship between capital and revenue

In principle, some costs currently categorised as revenue could be reclassified as capital if a project sponsor chose to structure the project differently.

For example, EMCCA or another authority could fund new buses directly, spreading the cost of vehicles over a longer life cycle.

Fleet renewal or low-emission upgrades could also be capitalised if part of a wider investment programme.

However, such options are not assumed in the current costings.

The figures in this proposal reflect the structure of today's net subsidy contracts, where the capital cost of vehicles is borne by the operator and recovered through operating payments. Future contracts could be secured on a net cost or net subsidy basis and this warrants further investigation, but we have kept the basis of the estimates consistent with current practice to avoid introducing additional assumptions about future funding mechanisms. This keeps the estimates consistent with current practice and avoids introducing assumptions about future funding mechanisms.

10.7 Benefits that extend beyond transport

Although this is fundamentally a transport project, it supports broader goals that many authorities share:

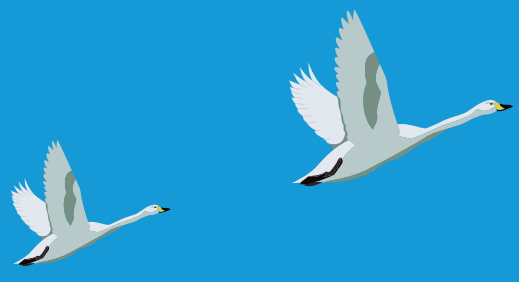
- supporting rural economies
- improving access to services
- strengthening regional connectivity
- reducing car parking demand and reducing dominance of cars in village centres
- widening access to nature
- enabling healthier travel choices
- supporting sustainable visitor management
- tackling climate change through reduced vehicle emissions

These secondary benefits further increase the value of the learning generated.

The Mini Switzerland demonstrator represents a cost-effective national investment in reducing uncertainty around rural transport integration – and one which can be delivered quickly.

11

TIMELINE



MINI Switzerland

TIMELINE

The timeline below illustrates an outline delivery programme for Mini Switzerland.

Many of the bus service contracts for the existing routes expire on 31st October 2026, so there is already a need to re-tender these routes regardless of progress to deliver the Switzerland in the Peak District demonstrator.

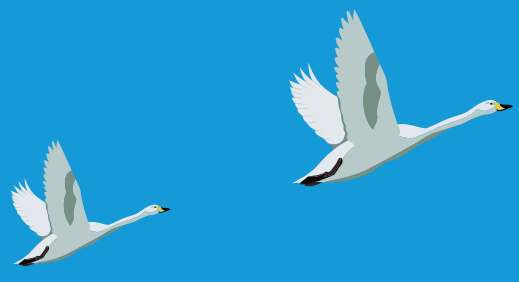
It is therefore suggested that the changes necessary to implement this project are included in the tendered service specifications.

We have already engaged with TravelMaster, the organisation who manage Multi-Operator and Multi-Modal fares schemes in and around Derbyshire and this may lead to early adoption of many or all of the fares and ticketing proposals outlined in our project proposal.

Months	Essential infrastructure	Bus service	Other improvements	Potential dates
0-3	Set-up project, create team, Set up consultation, governance and stakeholder involvement Agreements with Train Operator and Bus Operators via Enhanced Partnership Engage with SYMCA regarding cross boundary franchised bus routes Mayoral decision to proceed Begin communication and engagement programme			
2-6	Design Bamford Station Hub upgrade Design Edale Hub upgrade Design Castleton Bus Area Improvements	Optimise timetables and schedules Agree tender process Start tendering or agree contract variations	Survey bus stop improvements Survey & Agree Station Improvements Begin Information Improvements Cycle Hire activities sought at Bamford Seek Commercial activities at all Hope Valley stations	**Feb - June 2026**
0-6	Liaison with National Park, Highway Authority, Northern Trains Infrastructure Manager Obtain permissions, conclude agreements Appoint research partner			
5	Hope Valley Network unveiled New Bus and Rail Ticketing products introduced Additional bus stop created at Castleton Bus Area Routes 62, 63, 64 introduced under de-minimis provisions Focus on bus and train reliability and consistency			**Early May 2026 Half term**
6-9	Mobilise Hub Improvements delivered	Award contracts operators mobilise Information and publicity prepared	Bus stop and station information improvements, including RTI Notify/Consult on bus stop clearways	**31 Oct 26**
		New contracts for tendered services on existing timetables	Bus stop infrastructure improvements commence	**1 Nov 26**
		SYMCA Franchising commences		**7 Jan 2027**
		Mini Switzerland in the Peak District Launched Enhanced network of services 62, 63, 64,173, 256, 257, 258 & 272 commences		**1 March 2027**
12-15		New vehicles and Vehicle upgrades delivered	Bus stop infrastructure upgrades completed	**Easter 2027**
15-60	Work with External Partners to upgrade Hope Station Monitor and support externally funded infrastructure proposals	Bus and train services in 'Business as Usual' phase Monitor service performance Maintain focus on quality & reliability Continue to integrate services for students and workers	Maintain infrastructure seek opportunities for improvements through additional funding	
24, 36, 48	Produce Annual Progress and Monitoring Report			
48-60	Conclude research project and publish reports Facilitate review by Mayor and agree way forward Produce final project report Arrange for transfer of services to regular budget streams			

12

CONCLUSION



MINI Switzerland

CONCLUSION

what does Mini Switzerland offer the UK?

Mini Switzerland is a practical, deliverable and nationally valuable demonstrator. It shows how a rural area with a mixture of settlements, visitor destinations, narrow roads and a fixed rail timetable can be transformed into a coherent, integrated transport system without major capital works or institutional change.

The Hope Valley is a place where the challenges of rural mobility come together in a way that is representative of much of rural Britain. It has strong visitor pressure, mixed local demand, constrained geography and a well-used rail line that is not connected effectively to local residents. These are precisely the conditions in which integrated networks can make the greatest difference, and where learning is most relevant to other areas.

The principles underlying Mini Switzerland are well established internationally: regular hourly services, seamless connections, simple ticketing, clear information and modest infrastructure improvements that make connections intuitive. The project applies these principles in a real-world British context, using the existing Northern Trains stopping service as its fixed anchor and building a bus network around it that behaves as a single, predictable system.

The result is a more comprehensible, more reliable and more usable public transport network for residents, and a credible alternative to driving for visitors. But the value of the project extends far beyond the Hope Valley. By monitoring ridership, behaviour, operational performance and visitor patterns, Mini Switzerland will generate insight that rural authorities, National Parks and combined authorities across the country have been seeking for years.

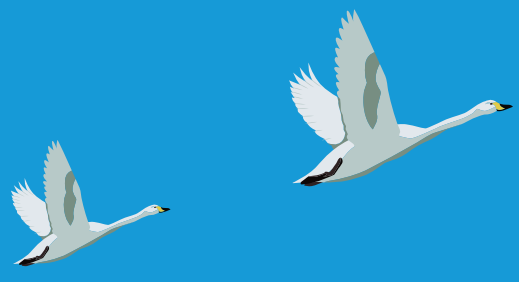
The demonstrator will help answer practical questions about demand growth, visitor behaviour, connection reliability, ticketing simplicity, operational discipline and the role of small infrastructure improvements.

Mini Switzerland offers a way to fill that gap. It provides a working, replicable example of how integrated rural mobility can function in Britain, and a structured way to understand what it takes to deliver it. The Hope Valley becomes not just a place where services run more smoothly, but a place where the country can learn how to make rural transport work better for everyone.

These proposals have been developed by a volunteer-led team. There will be many ideas for building on them and further improving them. As a team, we're excited to hear these ideas and engage further with the community, local operators and local authorities. We will continue to iterate and improve these proposals in response to feedback.

13

POTENTIAL COMPLEMENTARY DEVELOPMENTS



MINI Switzerland

POTENTIAL COMPLEMENTARY DEVELOPMENTS

During the development of this proposal and discussions with partners and stakeholders, some beneficial projects were identified that have not been included in the proposal but are worthwhile and would have a multiplying effect on the benefits of the proposed Switzerland in the Peak District demonstrator. Four of these projects are outlined below.

13.1 Hope Station - Access for All and constructing Bus Hub

Currently one of the two platforms at Hope Station can only be accessed via a Victorian stepped footbridge. This means that the station is inaccessible to wheelchair users, people pushing buggies and difficult to use by those carrying luggage.

Buses cannot currently access the station entrance or turn round in the station forecourt, so buses currently call at bus stops on the main road, 275 metres away.

Preliminary studies have been undertaken on how to resolve these issues. The access for all project can proceed once funding has been identified, either as a rail industry or an externally developed project. Implementation would need to fit around railway operational requirements, probably during the Christmas closedown in 2027 or 2028.

The station forecourt would need to be expanded to accommodate the bus hub. It would be sensible to plan for a two year lead time for the hub project and co-ordinate it with any access improvements. Similar schemes have recently been recently been delivered at other stations around the UK at an outturn cost of £6m - £8m.

13.2 Routes 63 & 64 - Reducing operating costs by investing in alternative-fueled vehicles

Proposed midibus routes 63 and 64 will connect Edale station with local villages, hillwalking locations and visitor attractions. These routes will provide the opportunity to develop and demonstrate the potential for rural routes to be operated by electric buses.

In addition to overnight charging at the depot, the circular nature of these routes with their regular 'drop-off, wait and pick-up ' scheduling give the opportunity for regular top-up charging hourly during the day. There is an opportunity to demonstrate innovative charging infrastructure pioneered by Great Western Railway. Given the finite capacity of the local electricity grid, this would be the opportunity to demonstrate the first bus application of battery storage/trickle charging systems developed for rail use and safely delivered via overhead equipment.

Vehicles and infrastructure would be sourced as part of an innovation project. The routes would be tendered on an operational lease basis, with the vehicles owned by the transport authority and operated by the successful operator.

This real life implementation is the perfect demonstrator, integrating several near market products. There is potential for partnership working with manufacturers and Innovation funding organisations.

13.3 Sustainable Travel - Extending opportunities to explore the Hope Valley by train and two wheels, and on foot

The Hope Valley offers the opportunity for cycling and wheeling, extending the leisure opportunities available in the area. The existing trains used by on the Hope Valley line have limited capacity for cycles, e-bikes and other wheeled transport, which is often full to capacity. A well-marketed e-bike and cycle hire will extend opportunities and encourage people to visit the Hope Valley by train.

The Peak District National Park Authority (NPA) already operate three bike hire locations and advise that they are open to establishing other suitable locations. The NPA publish a cycle map showing the current and proposed cycle routes and trails in the area. Several paths pass close to Bamford station, connecting into the wider cycle network.

A location has been identified adjacent to the station entrance at Bamford and provides the opportunity for a cycle hire shop through partnership working between Northern Trains and a bike hire operator, probably the National Park Authority.

Capital funding would be modest and could come from the public sector or maybe through an application to one of the sustainable funding initiatives that are announced on a regular basis. Developing the proposal in advance would improve the chances of successful funding.

Derbyshire County Council has recently completed an Active Travel Plan for the Hope Valley, funded by Active Travel England. This identifies potential route improvements to encourage safe, attractive walking, wheeling and cycling. These routes are particularly important for bus and rail connections. For example, each station [Bamford and Hope in particular] needs a well-lit route to the nearby villages. All main bus stops need to be well signed and publicised.

13.4 Joint partnership marketing

Mini Switzerland in the Peak District will deliver its full potential if people know about and can see the opportunities in advance when planning their trips. Marketing and promotion within the Hope Valley is included in the Switzerland in the Peak District proposal, but more can and should be done.

The improved bus network opens up new journey opportunities and makes leisure and sightseeing trips a good option where existing routes are upgraded. A series of ready-made 'days out' can be developed and promoted via leaflets, websites and social media. Most of the proposed bus routes are highly scenic, providing the opportunity for the journey to be part of the visitor experience.

There is potential to partner with Great Scenic Journeys, a one stop shop service and website that promotes scenic transport routes and attractions across the UK. They can showcase the Switzerland in the Peak District routes and attractions on its website and through its social media channels, including on a dedicated Peak District Instagram account it owns with 140k followers. They could also introduce its Scenic Explorer multi operator product (currently in use in North and East Yorkshire) to enable 1 day and multi day exploration of the region on a pan operator and multi modal basis which will include discounts at attractions, accommodation and other community providers - a scheme that GSJ would promote and manage.

The project has had excellent support from the Peak District National Park Authority. We hope that they will partner with the project in a long-term initiative to promote visitor access to the National Park by bus and train and onwards on foot or on two wheels. We are aware that Visit Peak District and the Community Rail Partnership are already attempting this. The Switzerland in the Peak District Network provides the opportunity for all visitor information providers to refocus and positively promote trains and buses as the first choice when travelling to the National Park. Marketing and communications need to be grounded in behavioural science principles, to help create the long term behavioural change needed for success. We are looking forward to engaging closely with the operators of the existing Sightseer bus service to ensure that Switzerland in the Peak District and the Sightseer bus are given the opportunity to be integrated and mutually complementary. The summer Sightseer bus routes have demonstrated substantial interest by visitors and local people in using a well-promoted service.

Neighbouring authorities, for example, Transport for Greater Manchester and South Yorkshire Mayoral Combined Authority, can also benefit their residents by promoting sustainable access to the Peak District - their residents' Green Lung. On a more practical level, when planning for service changes, they should consider improving access to the Hope Valley for their residents.

Supporters

We're grateful to these individuals for offering their support to Mini Switzerland...

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And these organisations...

Bus Users UK • Campaign for Better Transport • Foundation for Integrated Transport • Great Scenic Journeys • High Peak Buses • Northern Trains • Transport East • Transport Focus

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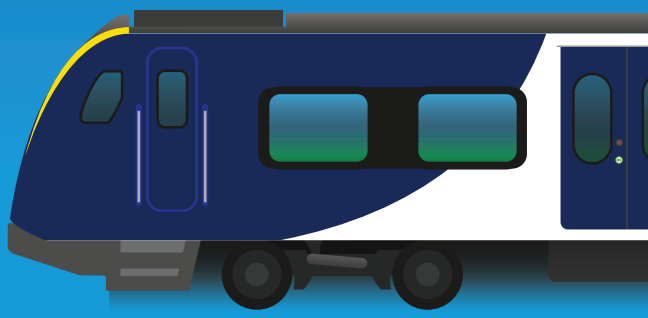
Hope Valley Climate Action, with funding from the Foundation for Integrated Transport (FIT), has created a template for dependable, connected public transport in rural areas based on the best ideas from Britain and across Europe.

The Switzerland in the Peak District project team have developed a detailed, costed, and deliverable proposal, in time to inform the delivery of the Government's Integrated National Transport Strategy and the Peak Partnership led by the East Midlands Mayor.

Switzerland in the Peak District will link with the Active Travel Masterplan currently being created by Derbyshire County Council.

The Hope Valley already has strong foundations for success and the potential to become a leading example of how better connected, sustainable transport can reduce the need for car travel, strengthen local businesses, enhance the visitor experience, and benefit the whole community.

The project will help deliver HVCA's ambition to tackle climate change by providing a high quality alternative to travel by private car.



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HOPE VALLEY CLIMATE ACTION