

ACCESS FOR ALL MEDIA UPDATE

NOV 2022 - JULY 2023



**PEAK
DISTRICT
NATIONAL
PARK**



WEBSITE PRESENCE

A dedicated page for background information and hiring of Trampers was launched in spring 2023.

This includes:

- Explanation of the key features of a Trampler
- A video featuring the Trampers*
- A visual branding link to the vehicles available at each location; to aid the hiring experience and bring a sense of assurity to the process (and a bit of fun!)
- A link to hire a Trampler
- Links to Miles without Stiles routes

VIDEO CONTENT

Two dedicated videos have been produced, both available to view at: peakdistrict.gov.uk/visiting/planning-your-visit/access-for-all

MILES WITHOUT STILES

A combination of camera presentation, voiceover, on-screen captions and footage covering three key user areas; Trampers, self-reliant wheelchair users and pushchair users.

TRAMPERS

An informative video* covering all users may want to know about hiring a Trampler including types of route and a sense of what the customer will experience when they visit a centre.

BRANDING

The new Trampers have all be given an individual photographic livery that represents both the local area where they are most typically based and a nod to the Peak District's iconic millstone logo. The side of each Trampler also features an access for all graphic showing the range of user opportunities along our trails.

*due to funding timings, the video had to be shot during winter conditions.

ONLINE ENGAGEMENT

Example

24 February – Trampler preview

Impressions: 41,442

Engagement rate: 2.7%

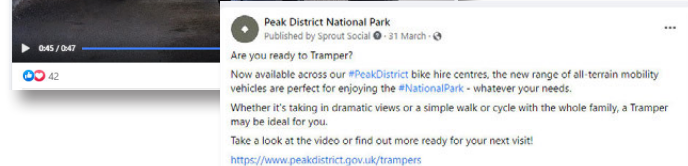
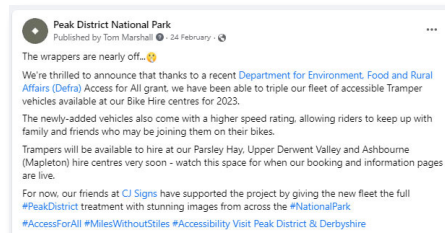
- 1,116 engagements
- 649 reactions
- 9 comments
- 33 shares

31 March – Trampler video

Impressions: 24,462

Engagement rate: 3.6%

- 885 engagements
- 227 reactions
- 36 comments



Department
for Environment
Food & Rural Affairs



ACCESS FOR ALL MEDIA UPDATE

NOV 2022 - JULY 2023



AT A GLANCE

Access for All – Communications

- +20% increase in visits to online Access content vs 2022 (pre-funding)
- +64% increase in visits to Miles without Stiles webpage vs 2022 (pre-funding)
- Around a third increase in visits to individual MwS pages vs 2022
- More Trampler hires in first six months of 2023 vs whole of 2022
- Over 40,500 views of new access videos created in 2023

MEDIA COVERAGE

The following key coverage has been tracked by our media monitoring**:

- National Park Authority set to use cash to improve Peaks accessibility: Ashbourne News Telegraph, p6 (08.03.2023)
- Funding to help make Peak District accessible to all: Yorkshire Post, p30 (18.02.23)
- [New funding unlocks Peak District National Park access improvements - Glossop Chronicle](#)
- [New funding unlocks Peak District National Park access improvements | InYourArea Community](#)

**CLA and NLA licencing precludes us from sharing visual cuttings of coverage.

SOCIAL MEDIA COVERAGE

Feedback and comments:

- “ *I've hired these a few times and they're brilliant. They've enabled me to go further than my limited mobility permits. I look forward to hiring them this year too*
- “ *What a great idea!*
- “ *Fantastic idea*
- “ *This is awesome news*
- “ *This looks to be a safe path for walking on - away from the main flow of traffic*



Department
for Environment
Food & Rural Affairs

