

Introduction

“Is traffic managed effectively in Matlock Bath?”

My main aim for this investigation is to evaluate the effectiveness of management strategies within Matlock Bath.

Due to the increased demand for the services within Matlock Bath, traffic is becoming more of a concern to the local residents of the beautiful areas. The growth in mass car ownership is proving to cause many problems, as there is not enough room to accommodate all of the vehicles. Also, the urban to rural interaction has a huge impact on tourism as many people from larger cities have the desire to visit quieter, smaller and generally more peaceful locations, within their given leisure time.

Key questions

In order to achieve my aim, I have sectioned this study into five main areas of concern.

1. Why is traffic an issue in Matlock Bath?
2. What is the current traffic situation?
3. What strategies have been adopted to help the management of traffic?
4. To what extent are these strategies effective?
5. Possible improvements for the area

Structure of investigation

Primary Data

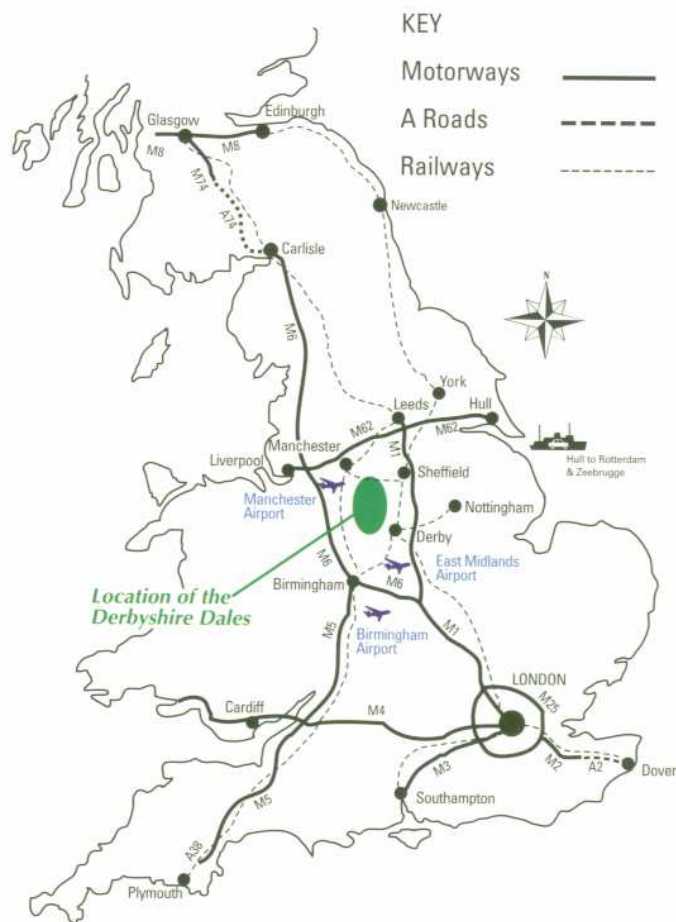
Type of data	Analysis	Reason to include this
Brain Storm		An easy and simple approach to highlight tourist attractions
Sphere of influence		To illustrate why the area is popular and relate my theory to reality
Traffic Counts	Records the type and amount of vehicles passing a given point	Highlight the main method of transport and illustrate the busiest times of the day
Traffic questionnaire	This will enable me to establish the reasons behind traffic congestion and suggests possible improvements for the area	Show an accurate response to the questions asked and allow an easier overall evaluation of the problem
Land use map	Illustrate a variety of management strategies and ‘hot spot’ areas.	Shows effective and accurate traffic situations and allows easy evaluation
Photographs	Realistic pictures of traffic strategies and problems	Help to evaluate the effectiveness of strategies

Secondary Data

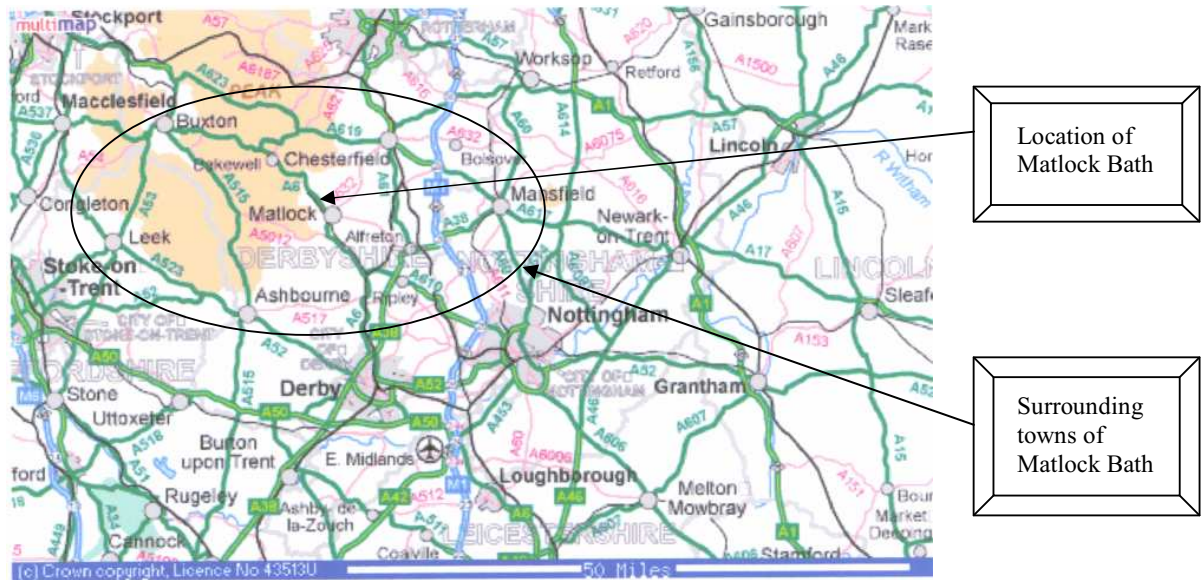
Location

Matlock Bath is situated in the Derbyshire Dales, approximately 18 miles north of Derby. As shown on the map below, Matlock Bath is easily accessible to a car owner by lying in the direction of both the M1 and A6. The area is surrounded by many major cities and has contributed to the growth in tourism rates.

This map shows Matlock Bath in terms of major cities around England.



This map shows Matlock Bath in terms of surrounding towns.



Again this highlights the ease of accessing Matlock Bath.

History of Matlock Bath

- Matlock Bath in Derbyshire became an instant tourist resort for the wealthy and influential, when warm springs averaging 68 degrees Fahrenheit, were discovered in 1698
- In the early years Matlock Bath was almost inaccessible, but in 1818 a new turnpike road was built connecting from Cromford.
- Within the next 30 years Matlock Bath began to cater for the middle class, who built their homes on the hillside.
- The 1840's opened up Matlock Bath to the ordinary tourist, along with the arrival of the railway.
- In the last 30 years, roads have been widened, more souvenir shops built, more cafes created and definitely more amusement arcades.
- The main road is now split in two parts known as the, North Parade and the South Parade.

Key Question One

“Why is traffic an issue in Matlock Bath?”

The traffic within Matlock Bath is mainly caused by the vast amount of tourists having the desire to visit these types of tranquil places. There are many things to do and attractions to visit whilst in Matlock Bath, and as the summers progress the area is becoming more and more popular with city people. Below is a brainstorm illustrating the main tourist attractions.



Tourist Attractions



Tourist Attraction	Description
Aquarium	Was a former Victorian consulting room, now home of the aquarium, containing British and tropical fish. It is fascinating and fun for all the family
Heights of Abraham	
High Tor	
Pavilion mining museum	Can experience the forgotten world of Derbyshire. See the tools they used and clothes they wore, and also feel the cramped working conditions of a Derbyshire miner.
Gulliver's Kingdom	Is a very popular tourist attraction, and is suited for all the family! The prices are exceptionally low
Lovers Walks	