

SOUTH FYLDE LINE COMMUNITY RAIL PARTNERSHIP ACTION PLAN 2016/17



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Adopted at AGM 30/06/2016

1. Introduction and background

1.1 The Route

1.1.1 The line is 20 miles long linking Lancashire's administrative centre, Preston with Blackpool on the Fylde Coast via Kirkham & Wesham, Lytham and St. Anne's. The service is a continuation of the East Lancashire line that runs between Colne and Preston. The line starts out by passing through Preston's suburbs and then out into rolling countryside and then on skirting traditional links golf courses with distant views of the 58m high Blackpool Tower and finally to Blackpool South, adjacent to the Waterloo Road district centre and shopping on Lytham Road. An information brochure describing the line was produced in 2010 with support from the Community Rail Development Fund.

1.2 The Service

- 1.2.1 The timetable was changed from December 2008 to become a standard pattern timetable. This provides an hourly service on the line Mondays to Saturdays with departures from Preston at broadly xx.02 past each hour and from Blackpool South at xx.44 past each hour. There is an hourly Sunday service, but only between March and the end of Blackpool Illuminations in November. Sunday departures from Preston are broadly xx.44 past the hour and xx.27 from Blackpool South. The service is provided by 4 Pacer units (class 142) with an occasional Sprinter unit (class 150/1, 150/2 & 156) linked to the Preston to Colne service. Previous peak trains to St Anne's have been withdrawn. This is partly due to the new West Coast timetable but also a means to improve service reliability.
- 1.2.2 Kirkham & Wesham: This station benefits from an additional hourly train service operating every day between Blackpool North and Manchester Victoria and an hourly service between Liverpool Lime Street and Blackpool North.
- 1.2.3 In total the station has three trains per hour to Preston and two trains per hour to Blackpool North and one train per hour to Blackpool South.
- 1.2.4 Salwick station is served by a very limited number of trains currently three each way Mondays to Saturdays. The population of the village is very small but it is close to The Nuclear Decommissioning Authorities Springfield's plant which employs about 1,300 people. Discussions will take place with Springfield's to ensure the suitability of the train service calling at the station.
- 1.2.5 London connections: with the introduction of the new timetable trains from London Euston generally arrive in Preston at xx38 past each hour with a Blackpool South departure at xx02 giving a connectional time of 24 minutes. In the London direction

trains from Blackpool South arrive at xx20 past each hour with a London connection at xx58 also giving a connectional time of 38 minutes.

1.3 Line Profile and demographics

- 1.3.1 The Preston to Blackpool South line serves a population of about 350,000 people ranging from some of the most affluent communities in Lancashire to some of the most deprived areas in England, especially in Blackpool.
- 1.3.2 **Blackpool** is a small unitary seaside authority with a population of 142,000, with a housing stock of some 64,000 households. Car ownership is low in Blackpool with some 37.4% of households not owning a car compared to the national average in England and Wales of 26.8%. The resort also has pockets of significant social deprivation and within England; Blackpool is the 12th most deprived authority.
- 1.3.3 Blackpool's economy is mixed but is dominated by tourism which employs approximately 32% of the workforce. The Blackpool Business Park is part of the diversification of Blackpool's economy but its peripheral location close to Blackpool Airport makes it hard to serve efficiently by public transport.
- 1.3.4 The town is served by two stations on the Blackpool South line namely Blackpool South and Blackpool Pleasure Beach. Squires Gate, which also serves Blackpool Airport, is on the boundary between Blackpool and Lancashire. The line operates into an area that is recognised as requiring regeneration and the development of the line needs to mirror, as far as possible, the regeneration of this area. The Blackpool, Fylde and Wyre Economic Development Company is working to regenerate the resort in partnership with the Council and private sector organisations.
- 1.3.5 The Council's Local Transport Plan 3 strategy 2011 – 2016 identifies the need to change people's behaviour in relation to travel and transport, including modal shift to rail services. A sustainable and efficient transport network will enable economic growth and deliver opportunities for all, also tackling transport's adverse impact on personal health, safety and the quality of the local environment. The Plan notes the resort's relatively poor links to the national rail network, looking forward to the north line's impending electrification and the arrival of fresh rolling stock. South Fylde Line CRP membership and its promotional role is noted together with the need for a passing loop to enable service frequency improvements.
- 1.3.6 **Blackpool, Fylde and Wyre Economic Development Company:** The Blackpool Resort Masterplan comments "Blackpool is synonymous with fun and excitement for people from all sections of British Society. It occupies a unique position in the national consciousness; Blackpool is still the UK's most popular resort and has 10 million visitors annually". The Masterplan is a 15 year regeneration plan that focuses on the resort core – an area 5km long and 1km deep. Starting from Blackpool International Airport, it stretches from the Pleasure Beach to North Pier and contains the famous Golden Mile and Blackpool Tower. Within this 5 square kilometre area there are an estimated 35,000 holiday bed spaces. However, the plan

recognises the serious issues facing Blackpool namely its loss of competitive edge in the face of increasing overseas competition. It is becoming “an ageing monument to former glories” and this “remains Blackpool’s greatest undoing”.

- 1.3.7 **Fylde Borough Council: Kirkham & Wesham, Lytham - St Annes:** The population of Fylde Borough is approximately 76,000 in 2006. There is a noticeable bias in the population towards people in the older 65+ age group and in 2006 this comprised 23% of the total population. It is estimated that Fylde’s population will grow by 20.3% between 2006 and 2031. The area has one major employer namely British Aerospace. However, there are also a wide variety of other significant private and public sector employers in various business sectors. The 2007 Index of Deprivation revealed that there were no areas in the authority with particularly high levels of deprivation. Of 354 local authorities in England, Fylde recorded an average index of deprivation score of 12.86, which gave a rank of average score of 251st position.
- 1.3.8 Fylde Borough Councils served by 7 stations namely Salwick, Kirkham & Wesham, Moss Side, Lytham, Ansdell & Fairhaven, St Anne's and Squires Gate.
- 1.3.9 **Preston:** The population of Preston Borough is about 132,000 in 2006 and is the administrative centre of Lancashire with County Hall based opposite the railway station. Employment in Preston has been growing at just below the national average. The city is well connected by rail services and also has lines from two other Community Rail Partnerships feeding into it namely the East Lancashire Community Rail Partnership (Preston to Colne) and the West of Lancashire Community Rail Partnership (Preston to Ormskirk). The 2007 Index of Multiple Deprivation shows that of 354 local authorities in England Preston recorded an average index of deprivation of 29.78, which gave a rank average score of 48th position (the lower the ranking the worse the score).
- 1.3.10 Major employers in Preston include the local authorities (Lancashire County Council and Preston City Council), UCLAN (University of Central Lancashire), Booths Supermarkets, Alstom, and Central Lancashire Primary Care Trust. In addition, a number of government agencies have offices in Preston such as the NWDA.

2. Market Analysis

3. Action Plan initiatives 2015 - 2020

3.1 This Action Plan has been developed to take forward the key priorities of the Partnership over the next five years and to identify the tasks to be carried out during 2016.

3.2 The Action Plan will be reviewed at each meeting of the Management Group and updated annually by the Partnership's AGM held between May and June.

3.3 Key

DS David Simper
 VS Vernon Smith
 RW Richard Watts
 SC Simon Clarke
 TF Tony Ford

Activity	Task	Link to Community Rail Dev Strategy (CRDS) and CLCRP Terms of Reference (ToR)	Output/Measure	Update
AP1 Community Development Champion: RW	Rail <ul style="list-style-type: none"> • Work with 'Community Rail Lancashire Ltd' and ensure representation on the Board of Directors • Take a pro-active role in the development of the Arriva Rail North franchise. • To develop good working relationships with the ARN team and ComREG. • To agree a Service Level Commitment (SLC) with ARN/ComREG. • To arrange quarterly 	CRDS To improve patronage and revenue & social and economic regeneration	<ul style="list-style-type: none"> • CRL Ltd established February 2016 • Nominate Board Directors by April 2016. • To arrange quarterly meetings of the management group of which one will also be the AGM. • By July agree a SLC with ARN. • Receive reports on the work of ComREG 	<ul style="list-style-type: none"> • CRL was been formally established on 10th Feb, 2016. • CRP attended the DfT Designated Line seminar. • Draft SLC has been circulated and commented on. • ComREG has met twice 08/02 & 27/04 - updates provided to CRP

	<p>meetings and continue to review and update the terms of reference and membership of the CRP.</p> <ul style="list-style-type: none"> • To work with LCC and the LEP to implement the recommendations of the Fylde Coast Highways and Transportation Master Plan. • Work with ACoRP at national level and to maintain a place on the ACoRP Board. 		<p>throughout the year.</p> <ul style="list-style-type: none"> • By April nominate West Area CRP representation on ComREG. • Contribute to the implementation of the Fylde Coast Highways & Transportation Master Plans. • Work with Rail North to implement the actions in the LTRS for Community Rail and network development. • Attend the DfT's Designated Line Seminar on the 14th and 15th March, 2016 and attend 2 x ACoRP member's seminars. 	<p>meetings.</p> <ul style="list-style-type: none"> • Next ComREG meeting is 13th July.
AP2 Funding Champion RW	<ul style="list-style-type: none"> • To secure core funding for the partnership • To develop funding bids to support a range of projects 	CRDS Designation requires an active CRP	<ul style="list-style-type: none"> • By January agree core funding with ARN • By May agree core funding with other partners • At least 2 bids made to funding sources eg DCRDF and ACoRP small grants. • Funding updates to be 	<ul style="list-style-type: none"> • CRP funding received from ARN by 30th April.

			presented at Management Meetings	
AP3 Improve integration Champion VS	<ul style="list-style-type: none"> • Work with local bus and tram operators to improve connections at key interchanges and consider ways to promote them eg Lytham, St Annes, Squires Gate and Blackpool South • Investigate ways to improve cycling and walking routes to/from stations • To improve signage to stations 	<p>CRDS</p> <p>To improve patronage and revenue</p> <p>ToR</p> <p>To improve connections between bus & rail services at key interchanges eg Lytham and St Annes</p>	<ul style="list-style-type: none"> • Identify routes to stations with Fylde BC and Blackpool BC that could be improved. • Attend bus forum meetings 	<ul style="list-style-type: none"> •
AP4 Station Developments Champion SC	<ul style="list-style-type: none"> • To work with ARN to develop a station improvement plan for the South Fylde Line. • To support station partnerships and help them develop projects based on their community and station. • To work with local communities and rail user groups to form new Station Partnerships. 	<p>CRDS</p> <p>To increase patronage and revenue; to community involvement and social and economic regeneration</p> <p>ToR</p> <p>To provide improved station facilities; to encourage community participation at stations & community art initiatives and to develop links with regeneration agencies to ensure railway is at the</p>	<ul style="list-style-type: none"> • For the CRDO to attend, where practicable, at least one meeting per year of each station partnership. • For the CRP to pay for station partnerships to join ACoRP and be able to bid into ARN's 'Station Adoption Fund'. • Look for opportunities to initiate a new station partnerships. • Work with ARN to develop a station action 	<ul style="list-style-type: none"> •

	<ul style="list-style-type: none"> To look at the potential for social enterprise at stations. 	heart of sustainable development	<p>plan for all stations covered by the Partnership that can be funded or part funded through the Station Improvement Fund.</p> <ul style="list-style-type: none"> To bid into the seed corn and DCRDF to support station developments. 	
AP5 Timetable Developments Champion RW	<ul style="list-style-type: none"> To develop a business case for a year round Sunday service. 	<p>CRDS To improve patronage and revenue & social and economic regeneration</p> <p>TOR To improve rail services.</p>	<ul style="list-style-type: none"> To work with Northern Rail and bidders for the new Northern franchise to secure a year round Sunday service. 	<ul style="list-style-type: none">
AP6 Marketing and promotion Champion: TF (SC for website developments)	<ul style="list-style-type: none"> To develop and marketing and media plan for the line in partnership with ARN. To develop the use of websites and social media to promote the work of the partnership. Develop links with Virgin Trains in particular to use their 'community room' at Preston station as a base 	<p>CRDS Increase patronage and revenue & community involvement</p> <p>ToR Sustainable development and community involvement</p>	<ul style="list-style-type: none"> Annual monitoring plan agreed. Continually review and update CRL/SFLCRP websites Promote the work of the station adopters Issue reports after CRP meetings for use in local media and on CRL 	<ul style="list-style-type: none">

	<p>for educational work.</p> <ul style="list-style-type: none"> Engage with local primary schools. 		<ul style="list-style-type: none"> Develop links with local schools, colleges and universities. Develop links with Virgin Trains and the 'big railway'. Sponsor the St Annes Carnival and Kite Festival in July 2016 Complete the programme of self guide and guided walks based on the line during 2016. To actively promote walks on the SFLCRP website and through St Annes Town Council Issue one press release a month. 	
AP7 Corridor Study Champion DS	<ul style="list-style-type: none"> To support partner councils in pursuing investment options for the SFL through Rail North, on the basis of the corridor study that the Sintropher project has enabled. 	<p>CRDS</p> <p>To contribute to the regeneration of the Fylde Coast and Blackpool.</p> <p>TOR</p> <p>To enable the line to play a more effective part in contributing to the local transport network through relieving congestion</p>	<ul style="list-style-type: none"> To maintain a dialogue with all stakeholders involved in the Sintropher study. To investigate funding options for the development of the project. 	<ul style="list-style-type: none"> Meeting arranged with Rail North Ltd July 2016

		especially into the urban centres of Preston and Blackpool.		
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Appendix 1 - Terms of Reference

SOUTH FYLDE LINE COMMUNITY RAIL PARTNERSHIP TERMS OF REFERENCE

1. Aims

- 1.1 To develop the Blackpool South to Preston line as a showpiece regional railway with well used trains, a high level of community involvement, attractive station facilities, good co-ordination with other forms of transport and a service that meets the needs of local people and visitors and in so doing provides value for money for passengers and taxpayers.
- 1.2 To develop the line as a national demonstration project that focuses on the development of gateway stations to areas of tourism and natural beauty.
- 1.3 To develop links with adjacent Community Rail Partnerships especially the East Lancashire Community Rail Partnership.
- 1.4 To improve the financial viability of the service to ensure a secure future for the line.

2. Objectives

2.1 To attract more passengers to the service in order to:

- 2.1.1 Improve access to work, education, shops, countryside and tourist attractions.
- 2.1.2 To enable the line to play a more effective part in contributing to the local transport network through relieving congestion especially into the urban centres of Preston and Blackpool and providing a more sustainable way to access the coast and countryside.
- 2.1.3 To improve the long-term viability of the service by reducing the support required per passenger.
- 2.1.4 To improve the service in order to justify enhancements to the type of trains used on the line and the frequency of the service.

3. Implementation

3.1 To provide improved rail services and facilities through the following short, medium and long term aims:

Short term

- 3.1.1 Improved station facilities.
- 3.1.2 Improved information for users and visitors.
- 3.1.3 Improved information about bus links to/from the key interchanges at Preston, Lytham, St. Annes, Squires Gate and Blackpool South.

Medium term

- 3.1.4 Improved journey times
- 3.1.5 Improved park and ride facilities.
- 3.1.6 Develop stations as gateways to the local community.
- 3.1.7 Improve walking routes between stations and their hinterland.

Long term

- 3.1.8 Improved access to Blackpool International Airport and improved integration with the Blackpool and Fleetwood Tramway.
- 3.1.9 Improved train connections at Preston.
- 3.1.10 Improved quality of rolling stock.
- 3.1.11 Improved service frequencies.
- 3.1.12 New station facilities where appropriate.
- 3.2 All projects will be assessed through the development of an appropriate Business Case or Market Assessment and where funds are likely to be available for implementation.

3.3 Sustainable Development

- 3.3.1 To develop links with regeneration and tourism agencies in the corridor to ensure that the railway is at the heart of sustainable development strategies. This may include:
 - 3.3.2 Links with the housing market renewal.
 - 3.3.3 Links with environmental and regeneration projects especially the Blackpool Master Plan and Preston Vision.
 - 3.3.4 Encouraging community enterprise along the line.
 - 3.3.5 Links with tourism initiatives.

3.4 Community Involvement

- 3.4.1 To encourage community participation, particularly at stations.
- 3.4.2 To support and encourage the work of rail user groups.
- 3.4.3 To establish and support 'station partnerships' wherever possible.
- 3.4.4 To encourage community art initiatives at stations and on the train.

- 3.4.5 To develop links with local schools and colleges.
- 3.4.6 To encourage local railway staff involvement in the CRP.

3.5 **Landscape**

- 3.5.1 To develop the railway as a means of accessing the natural landscape, country parks and other recreational facilities.

3.6 **Communication**

- 3.6.1 To develop a web site jointly with the other Lancashire CRP's.

4. **Partnership Area**

- 4.1 The partnership will cover the railway line between Blackpool South and Preston. The communities of Preston, Kirkham & Wesham, Lytham, St. Anne's and Blackpool will form the core area.

5 **Management of the Community Rail Partnership**

5.1 **Management Group**

- 5.1.1 This group will be composed of the following people to be nominated by the named body:
 - 2 representatives from Lancashire County Council
 - 2 representatives from Blackpool Borough Council
 - 2 representatives from Fylde Borough Council
 - 2 representatives from Northern Rail – one being the Regional Communities and Sustainability Manager
 - 1 representative from Network Rail
 - 1 representative from St Anne's Town Council
 - 1 representative from Friends of Lytham Station
 - 1 representative from Friends of St Anne's Station
 - 1 representative from Friends of Ansdell & Fairhaven Station
 - 1 representative Friends of Blackpool South Station
 - 1 representative from Blackpool and Fylde Rail Users Group
 - 1 representative from Blackpool Transport
 - Other representatives may be asked to join the group

The Community Rail Lancashire (CRL) Community Rail Development Officer will form an ex officio member of the group.

- 5.1.2 A representative from ACoRP may attend as an ex officio member of the group.
- 5.1.3 All organisations represented on the Management Group are able to nominate an 'alternate' representative.

5.2 Remit

- In partnership with the wider railway industry, set and guide the strategic framework for the development of the Blackpool South to Preston railway line.
- To set the agenda for the line's development in terms of building business cases for rail service developments and enhancements; interchange developments; station developments and infrastructure improvements.
- To develop a 5 to 10 year strategy for the line and agree an annual Action Plan.
- To take on and manage appropriate staff to undertake the agreed Action Plan targets.
- To monitor and review the Action Plan during the year.
- Handle all media relations relevant to the line.
- To meet at least every 2 months or more frequently if the volume of business requires. A meeting of the Management Group will be quorate if there are 5 members of the Group present of which 1 must be the Community Rail Development Officer.
- The Management Group will appoint a Chairman and Secretary and other officers as required. All officers to be appointed on an annual basis with an AGM to be held between May and June each year.
- The Management Group may establish sub groups to bring forward projects for implementation. Any sub groups that are established will be issue focused and will use the specialist knowledge of the individuals within the particular sub group. Sub groups will work within the terms of reference of the Community Rail.

5.3 Stakeholder Groups

5.3.1 Stakeholder meetings will take place at least twice a year.

5.3.2 The membership of the stakeholder group will include:

- All members in 5.1.1
- Representation from each district council
- Representation from the NWDA
- Representation from ReBlackpool
- Representation from Blackpool Transport
- Representation from Blackpool Football Club
- Representation from Blackpool Pleasure Beach
- Representation from each Local Strategic Partnership
- Representation from each town centre partnerships
- Representation from local schools and colleges
- Representation from environmental groups such as BTCV and Groundwork
- Representation from local parish and town councils

- Representation from local railway staff
- Representation from Business groups
- Representation from the National Trust, English Heritage and other local heritage groups
- Representation from BAFRUA
- Representation from the relevant Chambers of Commerce
- Representation from Tourism and Industry
- Representation from the Lancashire Association of Parish and Town Councils

5.3.3 Remit

5.3.3.1 The remit for the stakeholder groups will be as follows:

- To receive and comment on reports from the Management Group.
- To review the Action Plan and provide input into its future development.
- To assist in looking for new sources of funding to either develop specific projects or to fund the post of Partnership Officer.
- To provide a forum for the discussion of ideas for the development of the South Fylde rail network.
- To implement projects that have been agreed by the Management Group.

6. Funding

6.1 Members of the South Fylde Line Community Rail Partnership will identify on an annual basis the funding required to deliver the Action Plan.

Appendix 2 Route Prospectus

Community Rail Route Prospectus for the railway line between Kirkham & Wesham and Blackpool South and the passenger rail service between Preston and Blackpool South

The line between Kirkham & Wesham (Kirkham North Junction) and Blackpool South is one of the routes listed in the Department for Transport Community Rail Development Strategy as being suitable for designation as a community rail line. This document sets out ideas for development of the service subsequent to the proposed designation during 2007.

The designation will also include the service from Preston to Blackpool South throughout as a community rail service, giving more freedom to the operator and the community in running the service and the stations. The stations included in this designation are listed at the end of this prospectus.

The other services operating between Preston and Kirkham & Wesham are not included within the service designation.

The key measures of success will be:

- The contribution of Community Rail Designation in achieving locally set objectives, such as reducing road congestion and increasing accessibility in its widest sense.
- Reducing the call on taxpayers' funds for the service.
- Establishing the effectiveness of different methods for reducing the net financial loss of Community Rail lines by increasing revenue and reducing costs where practicable.

The prospectus has been discussed and agreed with the South Fylde Line CRP (which presently consists of Lancashire County Council, Blackpool borough Council, Fylde Borough Council, Blackpool International Airport, Blackpool Transport Services, Blackpool Pleasure Beach, Blackpool Football Club, ReBlackpool, Northern Rail, Network Rail and Blackpool and Fylde Rail users Association.)

Designation of the line between Kirkham & Wesham (Kirkham North Junction) and Blackpool South along with the service between Preston and Blackpool South will assist in the following tasks:

- Examination of viability options to improve the type and quality of rolling stock used on the Preston to Blackpool South service.
- Exploration of opportunities of alternative fare structures to ensure they are appropriate to the local market.
- Exploration of innovative ticketing and marketing schemes with the aim of making it easier to buy tickets away from staffed stations, effective collection of revenue and higher service awareness and take-up by the local population.
- Working with local councils to develop integrated transport initiatives to improve accessibility to the area.
- Evaluation and delivery of cost effective station improvements.
- Encouraging social enterprise initiatives at railway stations along the line.
- Exploration of ways to maximise the potential of the railway heritage and environment of the line.
- Examining the scope for improved integration/access/links between Blackpool International Airport and Squires Gate station.
- Explore the opportunities to develop Gateway Stations at Lytham and St. Annes.
- Examining the scope for improved interchange/through ticketing with the trams and local bus services.
- Exploring the feasibility of an intermediate passing loop to allow an increase from the currently hourly service frequency.
- Develop with partners a Marketing Plan for the line.

It is intended to build on the work already undertaken on the route by the South Fylde Line Community Rail Partnership, Northern and other local stakeholders in developing the line.

Stations to be included as part of the designation are:

Blackpool South, Blackpool Pleasure Beach, Squires Gate, St. Annes-on-the-Sea, Ansdell & Fairhaven, Lytham, Moss Side, Kirkham & Wesham and Salwick.

Designation is intended to be a permanent arrangement, but it can be reviewed periodically to assess whether the designation is still appropriate.

Community Rail Development
DfT Rail Group
Great Minster