

# Route Prospectus

## **For the 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.

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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.