

Route Prospectus

For the passenger train service between Clitheroe and Manchester Victoria (The Clitheroe Line)

The Clitheroe Line is one of the routes listed in the DfT Community Rail Development Strategy. This document sets out ideas for development of the service subsequent to the proposed formal designation as a Community Rail service during 2006.

A service designation does not include track or signalling or associated infrastructure, however stations on the route served primarily by the Community Rail Service will be included. The relevant stations are listed at the end of this prospectus.

The key measures of success will be

- The contribution of Community Rail Development 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.

This prospectus has been discussed with the Clitheroe Line Community Rail Partnership (which presently consists of Lancashire County Council, Blackburn with Darwen Borough Council, Greater Manchester PTE, Ribble Valley Rail, Lancashire Economic Partnership, Northern Rail and Network Rail)

Designation of the service between Clitheroe and Manchester Victoria as a 'Community Rail Service' will assist in the following tasks:

- Identification of the costs of operating the Clitheroe Line service and the passenger revenue attributable to the line;
 - Showing how Train Operating Company costs might be reduced on the service by changes to franchise management (including the Ticketing and Settlement Agreement arrangements), working practices and operation;
 - Evaluation of cost effective methods of delivering improvements to Clitheroe Line services looking at all aspects of the current operation;
 - Identification of the most cost effective way of improving journey times – including changes to the stopping pattern and 'skip stop' opportunities;
 - Identifying the most cost effective way of retaining Sunday services on the route;
- Exploration of opportunities of alternative fares structures to ensure the line is allocated a fair contribution of all through rail fares and that fares are appropriate to the local market;

Look for 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;

Encourage the development of Gateway Stations to the areas of natural beauty along the line; and

Encouraging social enterprise initiatives at railway stations along the line.

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

Designation of the Line between Clitheroe and Manchester Victoria also includes the following stations:-

Clitheroe, Whalley, Langho, Ramsgreave & Wilpshire, Darwen, Entwistle, Bromley Cross, Hall I' th' Wood, Moses Gate, Farnworth, Kearsley and Clifton.

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

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