

# **West of Lancashire Community Rail Partnership:**

## **Preston to Ormskirk Line**

## **(Manchester) Southport to Wigan Line**

## **Action Plan 2019/20**

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The West of Lancashire Community Rail Partnership  
is a member of the  
Association of Community Rail Partnerships



**Adopted at the Annual General meeting held on the 10<sup>th</sup> June, 2019**

This version updated 20th August, 2019

## **Introduction and background**

### **1.1 Introduction**

- 1.2 This Action Plan sets out the proposed activities for the West of Lancashire CRP during 2019. The CRP is able to call on the resources of the 1 Community Rail Development Officer (CRDO) employed through Community Rail Lancashire Ltd (CRL). Simon Clarke is the lead CRDO who also manages the website for the CRP [www.communityraillancashire.co.uk/lines/west-of-lancashire/](http://www.communityraillancashire.co.uk/lines/west-of-lancashire/) which forms part of [www.communityraillancashire.co.uk](http://www.communityraillancashire.co.uk). The CRP also benefits from CRLs employment of 3 Community Rail Education Development Officers (CREDO) and also a part time Special Education Needs Officer (SNEO). One of the CREDOs has been involved in developing a range of educational projects across West Lancashire.
- 1.3 The CRP attends the regular meetings of Community Rail Lancashire Ltd which brings together the four Lancashire CRP's along with the Bentham Line CRP. CRL became a not for Directors profit company limited by guarantee and has established its main office at Accrington Railway Station. Richard Watts is Chair of CRL and currently there are five other Directors. CRL has taken on an initial three year project on behalf of Northern to develop and expand its educational engagement programme across the Northern franchise area.
- 1.4 The terms of reference for the CRP are set out in appendix 1 to this Action Plan and a full list of the management Committee is at Appendix 4.

### **1.5 Background**

### **1.6 The Routes and Services**

- 1.7 The **Preston to Ormskirk** line is a 15 mile long, single track branch with a passing loop at Rufford. From 20th May, 2018 Northern increased the service from 13 to 17 trains each way per day on Mondays to Saturdays providing an even interval service as well as earlier and later services.
- 1.8 There is currently no regular Sunday service although Northern will consider operating one off Sunday services linked to special events such as the annual Motorfest event held in Ormskirk.

- 1.9 Connections are made at Ormskirk with the frequent Merseyrail electric service to/from Liverpool Central. At Preston connections are made into a variety of local services and also with West Coast services to Scotland, London and Birmingham.
- 1.10 The line serves a predominantly rural area and a number of fast growing dormitory villages. For example, Rufford acts as railhead for a variety of rural communities including Mawdesley, Eccleston and Tarleton. Rufford also provides a link to the National Trust's Rufford Old Hall, to the Rufford Branch of the Leeds to Liverpool Canal and to Mere Sands Wood Nature Reserve.
- 1.11 The line also provides a valuable link to the universities at Edge Hill at Ormskirk and UCLAN at Preston and during term times carries large numbers of students to both universities.
- 1.12 The branch is predominately operated by class 142 units which have approximately 100 seats. At the time of writing this Action Plan all class 142 units are due to be withdrawn by Northern by the end of 2019. It is assumed that refurbished class 150 sprinter units will replace them offering an improved passenger environment and more seats.
- 1.13 The line also benefits from station partnerships at Croston, Rufford and Burscough Junction who devote many hours to keeping the stations in good condition as shown by the following illustration of the work carried out by the Friends of Croston station.



*Making a difference at Croston*

This version updated 20th August, 2019

- 1.14 The **(Manchester) Wigan to Southport** line is a twin track railway offering generally two trains an hour between Southport and Manchester. The link to south Manchester and the Airport is highly valued by commuters and business, especially the tourism sector in West Lancashire and Southport. The new Northern franchise, that started on the 1st April, 2016 proposed that all Southport services would operate to Manchester Victoria and continue either to Leeds or Blackburn via the Calder Valley route. A vigorous campaign, led by OPSTA and the Southport Rail Transport Forum, sought to retain the link to south Manchester. Based on passenger surveys the case for retaining one train per hour to Manchester Piccadilly was accepted by Northern who plan to use the class 769 bi-mode diesel/electric units on the service. As a prelude to a full hourly service being restored possibly with the December 2019 timetable a limited number of trains have been timetabled operate to/from Manchester Piccadilly in the morning and evening peak periods.
- 1.15 The CRP regrets that Lancashire County Council has not yet been able to find a new use for the redundant building at Burscough Bridge and will help in any way it can to find a new use for this excellent facility.
- 1.16 The line benefits from a range of station partnerships at Meols Cop, Hoscar, New Lane, Burscough Bridge, Parbold and Gathurst (Gathurst Station Support Group). Appley Bridge is adopted by Krystyna Pilkington. Only Hoscar does not appear to have a station adoption group. Most of the groups have been successful in securing funds from Northern's Station Adoption Fund, or SAF which has helped them develop projects at the stations along the lines as the picture below of Parbold illustrates.



*Making a difference at Parbold*

1.17 **OPSTA (Ormskirk Preston Southport Travellers' Association):** Through its links with OPSTA, the CRP has been able to carry out a series of passenger surveys along the line to establish the travel patterns of existing users. These surveys enable the CRP to advise Northern and the DfT/TfN Partnership on how best to develop the train services to meet passenger requirements.

#### **1.18 Context**

1.19 The Community Rail Development Strategy (CRDS) was first launched in 2004 by the former Strategic Rail Authority and updated in 2007 by the DfT. Since then the strategy has remained unchanged and the DfT along with the National Community Rail Steering Group agreed in 2017 that the time had come to review and if necessary update the CRDS.

- 1.20 After a consultation period the conclusion was that the CRDS needed to be updated to reflect changing circumstances in particular to better embrace the diversity and inclusion agenda. However, it was recognised that much of the former strategy was still fit for purpose and consequently has been incorporated into the new CRDS. Launched by Andrew Jones, MP on Thursday 15th November, 2018 the new CRDS called 'Connecting Communities with Railways: The Community Rail Development Strategy' contains 4 key themes as follows:
- 1.21 A. Providing a voice for the community;  
B. Promoting sustainable and healthy travel;  
C. Bringing communities together and supporting diversity & inclusion; and  
D. Supporting Social and Economic Development.
- 1.22 The full strategy and the CRL press release supporting it can be viewed by using the following link to the CRL website:  
<https://www.communityraillancashire.co.uk/news/new-community-rail-strategy-launched/>  
or to the DfT website using the link below:  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/756054/connecting-communities-with-the-railways-the-community-rail-development-strategy.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/756054/connecting-communities-with-the-railways-the-community-rail-development-strategy.pdf)
- 1.22 What marks the biggest change is that the former strategy designated lines as either community rail services or community rail lines or a combination of both as is the case for the Preston to Ormskirk line. However, the new CRDS is using a totally different approach so instead of designating lines, which will be phased out, it is going to use a process of accreditation for CRPs.
- 1.24 Commenting on the new CRDS Richard Watts, Chair of CRL Ltd said:  
*The new Community Rail Development Strategy builds on the best practice that has been taking place in Lancashire and across the country since the original CRDS was launched in 2004. It recognises the important community engagement work that CRPs carry out and gives encouragement for this to expand into new areas especially through the diversity and inclusion objective. CRL welcomes the challenges and will continue to develop its award winning programmes.*
- 1.25 **The West of Lancashire Community Rail Partnership** was formed in 2000 to develop both the Preston to Ormskirk and Wigan to Southport lines. The Partnership's aims and objectives are aligned to those in the DfTs Community Rail Development Strategy published in 2018. **The Preston to Ormskirk line was formally designated by the DfT as a Community Rail line and service** on the 23 September, 2011 at the Community Rail Awards in Sheffield. The agreed Route Prospectus is at Appendix 2

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- 1.26 The Wigan to Southport line has not been formally designated.
- 1.27 The partnership also covers the Wigan Wallgate to Kirkby line which again has not been formally designated.
- 1.28 The aims and objectives of the WofLCRP are contained in its Terms of Reference, see appendix 1, are as follows:
- To develop the business case, in conjunction with Network Rail and Northern, for the introduction of a standard pattern service on the line;
  - To develop the business case, for the introduction of a year round Sunday service;
  - To develop gateway stations in particular at Croston, Rufford, Burscough and Ormskirk;
  - To develop a marketing and media strategy for the line;
  - To develop links with adjacent CRPs; and
  - To improve the financial viability of the service to ensure a secure future for the line.

**1.29 Since its formation the CRP has successfully undertaken a range of projects including:**

- 1.29.1 The refurbishment of Parbold station and extending the booking office opening hours with a grant from the Countryside Agency;
- 1.29.2 The development of the Burscough Bridge Interchange project including the provision of a new booking and information office – with grants from the Countryside Agency and the NWDA's Investing in Business initiative. (*It is therefore unfortunate that, due to the austerity measures that it has had to close this well used and appreciated facility. At the time of writing the building remains vacant - see also 1.15 above*).
- 1.29.3 The refurbishment of the grade 2 listed Ormskirk Station including drawing in grants from the NWDA Investing in Business, Merseytravel, Railway Heritage Trust, Network Rail and the County Councils Local Transport Plan. The project has won national awards.
- 1.29.4 Marketing campaigns aimed at increasing local awareness of the rail service;
- 1.29.5 Engagement with key 2 stage pupils and taking them on escorted journey to Preston station in conjunction with Virgin Trains; and
- 1.29.6 The development of bespoke marketing campaigns such as 'Make a Bee Line for the Station' and 'Hidden Gems'.

### **1.30 OPSTA (Ormskirk Preston Southport Travellers' Association**

1.31 The line is also supported by an active user group. The group was formed in 1981 as the Ormskirk to Preston Travellers' Association (OPTA) and subsequently changed its name to OPSTA (Ormskirk, Preston, Southport Travellers' Association) to reflect its wider interest in rail development in West Lancashire and in particular the restoration of rail infrastructure at Burscough, electrification of the line between Ormskirk and Preston and a new station at Midge Hall to support the new housing developments on the former Leyland test track.

1.32 OPSTA has developed station partnerships at Meols Cop, Burscough (covering Burscough Junction, Burscough Bridge and other smaller stations on the Wigan to Southport line) and Croston. These groups have raised funds to develop a range of small initiatives at these stations. At Burscough Junction and Croston the station partnerships are licensed by Network Rail to work on the redundant platform.

### **1.33 Action Plan**

1.34 The Action Plan was initially based on the three reports prepared by Eden Business Analysis for Lancashire County Council in advance of the designation of the Preston to Ormskirk Line as a community rail service & line. The reports were developed to provide the County Council and partners with hard evidence on which to base the action plan for the CRP.

- The reports are as follows:
  - 'Preston to Ormskirk Rail Line: Report of January 2009 Market Research, including passenger counts', 12 March 2009
  - 'Preston to Ormskirk Train Service Analysis of ticket information', 25 February 2009
  - Preston to Ormskirk Train service Analysis of population and demographics 14 March, 2009.

1.35 The Action Plan has subsequently been reviewed and updated based on the annual community rail monitoring commissioned by Lancashire County Council and Community Rail Lancashire. This has now been replaced by monitoring provided on a regular basis to the CRP by Northern.

1.36 The CRP receives core funding from Northern and Merseytravel and has applied for grants towards specific projects from the following main sources - the DfTs DCRDF (Designated Line Community Rail Development Fund), ACoRP small grants fund, TfGM small grants fund and Northern's seed corn fund. A summary of income and expenditure is given in Appendix 5. It should be noted that individual staff costs are not shown.

1.37 The Action Plan does not include details of potential housing developments along the lines and this will be added at a later stage. However, one development worthy of note is the proposed housing development close to the former Midge Hall station on the Preston to Ormskirk line on the former Leyland Test Track. Some 800 housing units are planned and has promoted a reassessment for the potential opening of a new station to serve this development and Midge Hall. The possibility has been included in the Lancashire County Council Highways and Transportation Central Lancashire Masterplan and has been the subject of a campaign by OPSTA for many years. Whilst the CRP remains neutral in this the development could help with the further development of the line. At the time of writing LCC has commissioned a study from Jacobs into the potential for the station which should be completed by early 2019.

### **1.38 Summary**

1.39 The headline figure is that the Preston to Ormskirk line is carried 232,000 passengers in 2014/15 giving an average load factor of 29 per train.

1.40 The market research carried out by Eden Business Analysis states "***The frequency of the train service was not only a main source of customer dissatisfaction it was rated as the highest priority for improvement – by a significant margin.***" It would seem that if growth is to be generated then a more regular timetable is the essential starting point.

1.41 It is pleasing therefore that the new Northern franchise has prioritised providing a standard interval timetable on the line with earlier and later trains. However, as it interworks with the Colne and Blackpool South services performance may be an issue and this will need to be carefully monitored by Northern and the CRP.

1.42 Patronage has been significantly affected by the 42 days of strike action by the RMT union and also the temporary timetable introduced following the introduction of the 20th May, 2018 timetable which saw 40% of the service between Preston and Ormskirk replaced by buses. From the 30th July four more trains were added to the timetable but still 3 services a day, or nearly 18% of the total, was provided by buses and this remained the situation until September. The full timetable was finally restored in December 2018.

## **2. Understanding the Market**

2.1 The key to developing a marketing campaign for a line is to understand the market that it serves and to develop targeted campaigns aimed at key segments using the line.

2.2 Sources of data include:

- West Lancashire Borough Council has provided links to demographic data for the areas covered by the lines;
- Northern supplies data that has helped identify the key flows/destinations travelled to;
- the ORR (Office of Rail & Road) provides station footfall data (see appendix 6); and
- OPSTA undertake periodic passenger surveys and counts on the Preston to Ormskirk line.

### **2.3 The top 5 flows on the Preston to Ormskirk and Wigan to Southport lines**

#### **2.3.1 The top 5 flows from the stations between Preston & Ormskirk are:**

<b>Croston</b>	<b>Rufford</b>	<b>Burscough Jct</b>
Preston (1)	Preston (2)	Ormskirk (3) (4)
Ormskirk	Ormskirk (2)	Liverpool (4) (5)
Liverpool	Liverpool	Preston (4) (5)
Burscough Jct	Burscough jct	Kirkdale
Manchester	Kirkdale	Croston

#### **Notes**

1. Approx 53% of the market.
2. Even split at roughly 33% each.
3. Around 40% of the market.
4. Approx 77% of trips are to these three destinations.
5. Evenly split at about 25% each.

### 2.3.2 The top 5 flows from the stations between Wigan and Southport

<b>Appley Bridge</b>	<b>Bescar Lane</b>	<b>Burscough Bridge</b>	<b>Gathurst</b>	<b>Hoscar</b>	<b>Meols Cop</b>
Manchester	Southport	Manchester	Manchester	Manchester	Manchester
Southport	Manchester	Southport	GM Traincard	Southport	Burscough Bridge
GM Traincard	Burscough Bridge	Wigan	Wigan	Wigan	Wigan
Wigan BR	Wigan	Salford	Southport	Warrington	Southport
Burscough Bridge	Broad green	Salford Crescent	Salford	Salford Crescent	Salford

  

<b>New Lane</b>	<b>Parbold</b>	<b>Southport</b>	<b>Wigan Wallgate</b>
Southport	Manchester	North/Wirral Lines	Manchester Ctl Zone
Manchester	Southport	Merseyrail all areas	GM Traincard
Wigan	Burscough Bridge	Manchester	GM Countycard
Burscough Bridge	Wigan	Liverpool BR	Liverpool
Meols Cop	Salford Crescent	Merseyrail area	London

### 2.4 The table below shows the age profile for the stations on the Preston to Ormskirk line.

Age Profile within 1.2km of the station's catchment area.

	15 & under	16 - 19	20 - 29	30 - 44	45 - 59	60 - 64	65 - 74	75 - 84	85+
Croston	19%	5%	9%	20%	21%	8%	10%	5%	4%
Rufford	16%	5%	7%	14%	25%	8%	12%	8%	4%
Burscough	19%	4%	10%	21%	19%	7%	10%	6%	2%

Source 2011 census

### 3. Action Plan 2019

**Key:**

**ARN – Arriva Rail North (Northern)**  
**ComREG – Community Rail Executive Group**  
**CRDS – Community Rail Development Strategy**  
**CRL – Community Rail Lancashire**  
**SLC – Service Level Commitment**  
**TOR – Terms of Reference**

The link to the new CRDS will be shown using the following letters throughout the table below:

- A. Providing a voice for the community;
- B. Promoting sustainable and healthy travel;
- C. Bringing communities together and supporting diversity & inclusion; and
- D. Supporting Social and Economic Development.

Activity	Task	Link to CRDS and TOR	Output / measure	Update
<b>AP1 Community Rail Development Champion: MA &amp; RW</b>	<ul style="list-style-type: none"><li>• To work with CRL to implement its Business Plan and 4 year Strategic Education Plan.</li><li>• To implement the SLC between Northern and CRL (for the West of Lancashire CRP). SLC at appendix 3.</li><li>• To provide reports as required to CRL for ComREG meetings.</li><li>• To provide input to ComREGs and CRLs annual reports.</li><li>• To attend the annual</li></ul>	<b>CRDS A &amp; C</b>	<ul style="list-style-type: none"><li>• Provide input into CRLs 2019 Business Plan.</li><li>• SLC reviewed with Northern at management group meetings and at the annual Line Plan meeting.</li><li>• Implement the parts of CRLs 4 year strategic Education Plan that relate to the WoLCP.</li><li>• Attend the DfTs community rail seminar to be held on the 11th &amp; 12th March, 2019.</li><li>• Attend the annual ComREG community rail conference. Date TBC.</li></ul>	<ul style="list-style-type: none"><li>• Attended DfT community rail conference held on the 11th &amp; 12th March, 2019 in Sheffield.</li><li>• The partnership is represented on ComREG by Marion Atkinson and Richard Watts. Daisy Chapman - Chamberlain attends as a guest.</li><li>• ComREG meets approx every 2 months alternating between business and forward planning meetings.</li><li>• Working groups</li></ul>

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Activity	Task	Link to CRDS and TOR	Output / measure	Update
	<p>ComREG community rail conference.</p> <ul style="list-style-type: none"> <li>• To be a member of the working groups reviewing Northern's community rail and station adoption policies.</li> <li>• To be represented at the annual DFT community rail seminar.</li> <li>• To work with LCC on LTP4 (Local Transport Plan).</li> <li>• To apply for the accreditation of the CRP.</li> <li>• To arrange, in partnership with CRL and the other Lancashire CRPs, the annual Line Plan meeting with ACoRP.</li> <li>• To hold at least 4 meetings of the management group and continue to review and update the action plan, terms of reference and membership of the CRP.</li> <li>• To reach stakeholders by contributing to CRLs 'Reading Between The Lines' newsletter, Annual</li> </ul>		<ul style="list-style-type: none"> <li>• 4 meetings, including the AGM, of the management group arranged.</li> <li>• 2019 Action Plan approved at the CRPs AGM and reviewed and updated at Management Gp meetings.</li> <li>• By February 2019 Northern confirm funding towards the CRP.</li> <li>• Regular news items and updates provided through the websites and social media outlets managed by CRL.</li> </ul>	<p>established by ComREG to review Northern's community rail and station adoption policies. Initial meetings/telephone conferences have taken place and were reviewed at ComREG meetings on 3rd April &amp; 31<sup>st</sup> July.</p> <ul style="list-style-type: none"> <li>• Line Plan meeting arranged for the 16th October, 2019 which will review the CRPs application to be accredited.</li> <li>• 22<sup>nd</sup> July invited by LCC to take part in LTP4 workshop.</li> <li>• 17<sup>th</sup> September RW to attend separate LTP4 workshop.</li> </ul>

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Activity	Task	Link to CRDS and TOR	Output / measure	Update
	<p>Report and websites (a), twitter feed, facebook page and Instagram.</p> <ul style="list-style-type: none"> <li>• To continue to develop new ways to engage with stakeholders.</li> <li>• To support through its grant from ARNL one of the CRDOs.</li> <li>• To agree key targets for the CRDO based on this Action Plan.</li> </ul>			
<b>AP2</b> <b>Funding Champion: RW</b>	<ul style="list-style-type: none"> <li>• To secure core funding for the partnership from Northern and Merseytravel.</li> <li>• To develop funding bids to support a range of projects especially to the DCRDF, ACoRPs small grants fund, TfGMs small grants fund and the Northern 'seed corn fund'.</li> </ul>	<p><b>CRDS</b> Accreditation requires an active CRP</p> <p><b>TOR</b> 5.1: Members of the West Lancashire Community Rail Partnership will identify on an annual basis the funding required to deliver the Action Plan.</p>	<ul style="list-style-type: none"> <li>• By May 2019 core funding towards the CRP received from Northern and Merseytravel.</li> <li>• To submit funding applications to the DCRDF, ACoRP small grants fund, TfGM small grants fund etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Core funding of £27,617 received from Northern.</li> <li>• £10k core funding received from Merseytravel.</li> <li>• 1 x CRDF Hidden Gems £5k</li> <li>• 1 x Merseyrail grant towards Hidden gems £1.5k</li> </ul>
<b>AP3</b> <b>Timetable Developments Champion RW</b>	<ul style="list-style-type: none"> <li>• To develop a marketing plan in partnership with Northern, TfGM and other partners to support the timetable changes</li> </ul>	<p><b>CRDS</b> C &amp; D</p> <p><b>TOR</b></p> <ul style="list-style-type: none"> <li>• 2.1.1: Work with</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a marketing plan by March 2019 in association with TfGM, OPSTA, Northern, Merseyrail and Merseytravel.</li> <li>• Discuss and agree with</li> </ul>	<ul style="list-style-type: none"> <li>• Additional SOP to south Manchester peak service started with December 2018 timetable change.</li> </ul>

This version updated 20th August, 2019

Activity	Task	Link to CRDS and TOR	Output / measure	Update
	<p>from May &amp; December 2019.</p> <ul style="list-style-type: none"> <li>Discuss with ARNL options for the development of services between Southport and south Manchester.</li> <li>Operate special Sunday services on the Preston to Ormskirk line eg to coincide with special events such as Motorfest.</li> </ul>	<p>partners to develop an improved timetable for the line</p> <ul style="list-style-type: none"> <li>2.1.2: to work with partners to develop the case for a Sunday service</li> </ul>	Northern and NwkR days when a Sunday service could be operated on the line.	<ul style="list-style-type: none"> <li>July Northern circulated, on limited basis, draft Dec 2019 TTs.</li> <li>15<sup>th</sup> August attended Northern Dec 2019 TT conference. Updated on plans for SOP to Man services as well as plans for greater resilience between Preston and Ormskirk through the provision of an additional unit.</li> </ul>
<b>AP4 Station developments Champions: SC and MA</b>	<ul style="list-style-type: none"> <li>To support station partnerships and help them develop projects based on their community and station.</li> <li>To work with local communities and rail user groups to form new Station Partnerships.</li> <li>To help station partnerships prepare their annual plans and funding bids.</li> <li>To look at the potential for social enterprise at stations.</li> </ul>	<b>CRDS</b> A, C & D  <b>TOR</b> <ul style="list-style-type: none"> <li>To provide improved station facilities, improved integration and to encourage community participation at stations and community art initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>For the CRDO to attend, when practicable, at least one meeting of each station partnership group.</li> <li>Feb 2018 Probation Service clean up Rufford station car park.</li> <li>Provide on-going support for the new station partnership at Rufford and help with funding bids to the Station Improvement Fund (SIF).</li> <li>Licence for disused platform at Burscough Jct agreed by Feb 2018 for local school and probation Service project</li> </ul>	<ul style="list-style-type: none"> <li>Dates agreed for St John's to carry out work at BCJ.</li> <li>Rufford the station partnership continues to work with Rufford CE primary school.</li> <li>New branded 3 x DR information structures erected at Parbold and Burscough Bridge with community noticeboards for the station group to use.</li> </ul>

This version updated 20th August, 2019

<b>Activity</b>	<b>Task</b>	<b>Link to CRDS and TOR</b>	<b>Output / measure</b>	<b>Update</b>
			March to Sept 2018.	
<b>AP5 Marketing Champions: RW, SC &amp; DCC</b>  <b>SEE APPENDIX 7</b>	<ul style="list-style-type: none"> <li>• To develop a marketing plan for the lines in partnership with Northern.</li> <li>• To promote West Lancashire as a destination for residents of the Liverpool, Manchester &amp; Preston City regions</li> <li>• To plan for major events on the lines such as the Southport Flower and Air shows and Motorfest at Ormskirk</li> <li>• To implement the 'Make a Bee Line to the Station' marketing campaign for the Preston to Ormskirk/Liverpool line.</li> <li>• To produce pocket sized concertina timetables for the Preston to Ormskirk/Liverpool line.</li> <li>• To carry out periodic surveys and passenger counts.</li> <li>• To maintain and refresh the CRL branded poster</li> </ul>	<b>CRDS</b> A, B & D  <b>TOR</b> <ul style="list-style-type: none"> <li>• Agree an annual marketing plan</li> <li>• Develop links with tourism initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• See Appendix 7</li> </ul>	<ul style="list-style-type: none"> <li>• See Appendix 7</li> </ul>

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Activity	Task	Link to CRDS and TOR	Output / measure	Update
	<p>boards.</p> <ul style="list-style-type: none"> <li>To develop links with Mersey Tourist Board to ensure that opportunities are not missed.</li> </ul>			
<b>AP6 School, college and University engagement Champion SR &amp; KM</b>	<ul style="list-style-type: none"> <li>Engage with local schools especially primary schools.</li> <li>Engage with Virgin Trains to use their 'community room' at Preston station as a base for educational work and Merseyrail and to use Southport station as a further base for educational engagement.</li> <li>Working with local schools to develop marketing and promotional materials especially for the Hidden Gems and Make a Bee Line for the station projects.</li> <li>Develop links with schools on the Wigan to Southport line.</li> <li>Continue to work with CRL on the 'Railway</li> </ul>	<b>CRDS</b> A, B, C & D <b>TOR</b> <ul style="list-style-type: none"> <li>2.3.5: develop links with schools and colleges.</li> </ul>	<ul style="list-style-type: none"> <li>As per AP4 licence agreed with Network Rail for access to the disused platform at Burscough Junction. St John's Catholic Primary School to visit station on 7 occasions between April and July.</li> <li>Preston community hub used on xx occasions during 2019.</li> <li>Carry out maintenance of all CRL branded notice boards during August.</li> <li>Update at least 3 x a week the CRL and Down the Line websites and refresh @crl_live Twitter feed and related social media sites.</li> <li>Publish RBTL 3 x times a year.</li> <li>xx schools take part in the CRL education engagement programme.</li> <li>XX pupils issued with the CRL 'Passport to Safe Rail travel' and usage monitored as set out in the CRLs 'Education 4 year strategic plan'.</li> <li>Work with Northern to engage</li> </ul>	<ul style="list-style-type: none"> <li>Links with Rufford CE primary school and Burscough St John's Catholic Primary maintained.</li> </ul>

This version updated 20th August, 2019

<b>Activity</b>	<b>Task</b>	<b>Link to CRDS and TOR</b>	<b>Output / measure</b>	<b>Update</b>
	'Confidence', 'Railway Confidence Employment Experience' and 'On Track to Train' programmes.		schools in the RCP and RCEE programmes.	

### **Key**

MA: Marion Atkinson

RW: Richard Watts

SC: Simon Clarke

DCC: Daisy Chapman Chamberlain

SR: Shahiesta Raja

KM: Katie Musgrove

### **Notes**

a.

websites:

[www.cpmcommunityraillancashire.co.uk](http://www.cpmcommunityraillancashire.co.uk)

[www.downtheline.org](http://www.downtheline.org)

Twitter

@CRL\_Live

## **Appendix 1 – WLCP Terms of Reference**

# **WEST OF LANCASHIRE COMMUNITY RAIL PARTNERSHIP**

## **TERMS OF REFERENCE AND CODE OF CONDUCT**

### **1. Aims**

- 1.1 To develop the Preston to Ormskirk, Southport to Wigan (Manchester) lines as showpiece regional railways with 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 as well as benefitting the environment (People, Planet, Profit).
- 1.2 To develop the line as a national demonstration project focussing on improving the train service and encouraging sustainable development along the rail corridor.
- 1.3 To work with stakeholders to achieve the objectives set out in the Community Rail Development Strategy and the line Route Prospectus.
- 1.4 To develop links with other Community Rail Partnerships especially the East Lancashire, South Fylde Line Community Rail Partnerships along with other CRPs to the south and share best practice with them.
- 1.5 To help develop community projects along the Wigan to Kirkby line as time and resources permit.

### **2. Objectives**

#### **2.1 Improved Rail Services and Facilities**

- 2.1.1 To work with partners to develop an improved timetable for the line.

This version updated 20th August, 2019

- 2.1.2 To work with partners to develop the case for a year round Sunday service.
- 2.1.3 To improve journey times.
- 2.1.4 To improve bus and rail connections at the key interchange locations of Ormskirk and Preston.
- 2.1.5 To work with partners to look at how bus links to the line can be improved.
- 2.1.6 To provide improved quality rolling stock.
- 2.1.7 To develop a programme of station improvements including information provision and park and ride facilities where these are justifiable and offer value for money.
- 2.1.8 Develop stations as gateways to the local community.
- 2.1.9 Improve walking routes between stations and their hinterland.

## **2.2 Sustainable Development**

- 2.2.1 To develop links with business, regeneration and tourism agencies in the corridor to ensure that the railway is at the heart of sustainable development strategies. This may include:
  - Links with and participation in environmental projects.
  - Encouraging community enterprise and innovation along the line.
  - Develop links with tourism initiatives.
- 2.2.1 To develop links with all levels of government to ensure that strategy and other documents reflect the requirements of the line.

## **2.3 Community Involvement**

- 2.3.1 To encourage community participation, including parish councils, particularly at stations.
- 2.3.2 To support and encourage the work of the line user groups.

- 2.3.3 To establish 'station friends' groups wherever possible.
- 2.3.4 To encourage community art initiatives at stations and on the train.
- 2.3.5 To become a member of relevant local LCEPs, Local Cultural Education Partnerships.
- 2.3.6 To engage with local schools, colleges and universities.
- 2.3.7 To encourage local railway staff involvement in the CRP.
- 2.3.8 To involve local and regional organisations in informing the work of the partnership through the development of a stakeholder reference group.

## **2.4 Landscape and Heritage**

- 2.4.1 To develop the railway as a means of accessing the natural landscape, country parks and other recreational facilities.
- 2.4.2 To maintain and improve the railway heritage on the line and strengthen links with other heritage attractions and the natural landscape.
- 2.4.3 To ensure that the railway plays its part in mitigating the environmental impact of transport and travel.

## **2.5 Line Identity**

- 2.5.1 Develop a strong identity (name, logo etc) either for both the Preston to Ormskirk (West Lancashire line) and Southport to Wigan line, that is featured on publicity, at stations and on trains.

## **2.7 Communication**

- 2.7.1 To work closely with Community Rail Lancashire on the development of the website covering all the Lancashire CRPs, [www.communityraillancashire.co.uk](http://www.communityraillancashire.co.uk).
- 2.7.2 To work closely with Community Rail Lancashire to develop social media links using Twitter, Facebook, Instagram etc.

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2.7.3 To work with Community Rail Lancashire to produce the stakeholder newsletter 'Reading Between The Lines' and the Annual Report.

### **3. Partnership Area**

- 3.1 The partnership will cover the Preston to Ormskirk and Southport to Wigan (Manchester) lines. The communities of Preston, Croston, Rufford, Burscough, Ormskirk, Southport, Meols Cop, Parbold, Appley Bridge, Gathurst and Wigan will form the core area. However, the Partnership recognises that the catchment area of the railway extends beyond these communities towards the Liverpool City Region
- 3.2 The West Lancashire Community Rail Partnership will work closely with the East Lancashire and South Fylde Line Community Rail Partnerships and with any other CRPs that may be formed from time to time.

### **4. Management of the Community Rail Partnership**

#### **4.1 Management Group**

4.1.1 This group will be composed of the following people to be nominated by the named body:

- 1 representative from Lancashire County Council
- 1 representative from Community Rail Lancashire Ltd
- 1 representative from ACoRP
- 1 representative from Merseytravel
- 1 representative from West Lancashire Borough Council
- 1 representative from Chorley Borough Council
- 1 representative from Sefton Metropolitan Borough Council
- 2 representatives from Northern (of whom one should be the RCSM (Regional Communities and Sustainability Manager)
- 1 representative from Network Rail
- 1 representative from Merseyrail
- 1 representative from Transport for Greater Manchester
- 1 representative from OPSTA (Ormskirk Preston Southport Travellers' Association)
- 1 representative from the Friends of Burscough Stations.

- Other representatives may be invited to join the group
- 4.1.2 The Community Rail Development Officer and the Community Rail Education Development Officer will be ex officio members of the group.
- 4.1.3 Northern's station managers to attend as ex officio members of the group. Currently Mick Elliott for the Preston to Ormskirk line and Trevor Armitage for the Wigan to Southport line.

#### **4.1.4 Remit**

- To set and guide the strategic framework for the development of the Preston to Ormskirk 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 in partnership with the railway industry.
- To agree an annual Action Plan set in the framework of a 5 year Plan for the CRP.
- To take on and manage appropriate staff to undertake the agreed Action Plan targets.
- To monitor and review the Action Plan during the year.
- To agree an annual Marketing Plan.
- 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 4 members of the Group present.
- The Management Group will appoint a Chairman, Vice - Chairman and Secretary and other officers as required. All officers to be appointed on an annual basis with an AGM to be held in April 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 West Lancashire Community Rail Partnership.

## **5. Funding**

- 5.1 Members of the West Lancashire Community Rail Partnership will identify on an annual basis the funding required to deliver the Action Plan.

## **6. Code of conduct for the CRP**

Adopted at the meeting held on the 18th January, 2019.

I/We will at all times:

- Promote positive relationships to deliver positive outcomes and discussions.
- Champion diversity and inclusion, aiming to ensure that community rail is welcoming, engaging and respectful of everyone.
- Value others by listening and not making assumptions.
- Challenge bullying, harassment, intimidation and report all negative behaviour.
- Never act in a manner that could bring community rail into disrepute.

## **Appendix 2      Route Prospectus issued by the DfT**

### **Community Rail Route Prospectus for the railway line between Preston and Ormskirk**

The line between Preston and Ormskirk 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 along with the local passenger service on this line. This document sets out ideas for development of the service subsequent to the proposed designation during 2011.

Unlike earlier designations, it is intended to actively change the route capacity to reduce the costs of operation in order to improve the service and the long-term viability of the route.

The key measures of success will be:

- Reduction in operating costs associated with the simplification of track and signalling systems; and
- Increase in passengers - partly arising from the increased services on the line

The prospectus has been discussed and agreed with the West Lancashire CRP (which presently consists of Lancashire County Council, West Lancashire Borough Council, Sefton MBC, Wigan MBC, Merseytravel, Transport for Greater Manchester, Network Rail, Northern Rail and OPSTA).

Designation of the line is intended to bring focus to the development of the line and in particular the implementation of the Lancashire and Cumbria Route Utilisation Strategy.

Key actions of the partners:

- Examine the feasibility of reducing the operating costs of the line through the simplification of the track and signalling systems and to concurrently look at the scope to improve the line speed to enable a more regular timetable pattern to be introduced.
- To take steps to secure the funding required enabling the above track, signalling and service changes to take place.

- To take steps to introduce a Sunday service.<sup>1</sup>
- To work with local councils and Merseytravel to develop integrated transport initiatives to improve accessibility to the area.
- To explore the opportunities of alternative fare structures to ensure they are appropriate to the local market.
- To explore 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.
- To evaluate the delivery of cost effective station improvements.
- To encourage and support community involvement at stations.
- To explore the opportunities to develop Gateway Stations at Ormskirk and Rufford
- To develop a Marketing Plan for the line.

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

This Prospectus does not prejudice longer term proposals for the Burscough Curves.

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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<sup>1</sup> The Sunday service is very difficult to justify when the signal box needs to be staffed at Rufford.

## **Appendix 3**

### **Arriva Rail North (Northern) and Community Rail Lancashire Ltd**

**(incorporating the East Lancashire Line, West of Lancashire, Clitheroe and South Fylde Community Rail Partnerships)**

#### **Service Level Commitment**

To demonstrate our commitment and to provide a benchmark against which our performance can be judged, we offered in our franchise bid to produce a service level commitment (SLC) for our relationship with all CRPs with whom we work. This SLC will measure on an annual basis our ability to meet our obligations with regards to your CRP.

It also sets out clearly what we will be looking to the CRP to deliver, in broad terms. The specifics will continue to be set out in the annual community rail development plan (CRDP) that each CRP produces.

##### **1. Arriva Rail North (Northern) will:**

- 1.1 Provide core funding to the Community Rail Partnership (CRP) as detailed in the Community Rail Report before April 30<sup>th</sup> in each franchise year;
- 1.2 Become a member of the CRP;
- 1.3 Recognise the value of the financial backing and in-kind support for CRP's received from all their partners including local authorities and other statutory bodies. Northern, through Rail North and through CRP's will work with all stakeholders to identify local needs and take them into account in developing our plans;
- 1.4 Respond to all enquiries by the CRP within three weekdays and have an escalation process through the Communities and Sustainability Director if the enquiry is not resolved;
- 1.5 Plan and agree delivery dates and key milestones with the CRP in relation to projects to be undertaken by Northern on behalf of and/or in conjunction with the CRP ("Shared Projects") and compensate the CRP by paying them an amount equal to 1% of the total cost of the Shared Project for each week the applicable delivery date or key milestone is delayed by Northern. For the avoidance of doubt Shared Projects include both capital and revenue funding;

- 1.6 Develop such other partnerships as may be necessary for the effective delivery of projects;
- 1.7 Across all CRPs, provide equivalent of 50% of a timetabling expert's time to support CRP proposals supporting timetable developments on Community Rail Routes, including journey time improvements, adjusting timetables to meet local demand and developing any policies in relation to Connections. Other specialist support will be provided in agreement with the appropriate Regional Community & Sustainability Manager (RCSM);
- 1.8 Provide access to the resource in the Northern marketing team dedicated to supporting community rail activity and work with CRP's to help them deliver effective local marketing and communication;
- 1.9 Implement the Arriva Group Sustainable Procurement Strategy, to maximise retention of spend in the North. We will work with local suppliers to encourage them to tender for contracts, and we will seek to purchase from and hire local suppliers, especially in relation to station improvements;
- 1.10 Share passenger volume data for all journeys starting and ending on CRP lines by broad ticket category and origin/destination groups;
- 1.11 Work with the CRP to review the data available from Rail North to ensure it meets the CRP's needs for disaggregated data.
- 1.12 Ensure the Communities and Sustainability Director attends at least one meeting with each Community Rail Partnership and ACoRP each year;
- 1.13 Attend at least 80% of planned CRP meetings to a maximum of 10 meetings in any one calendar year provided the dates, times and locations have been agreed at the start of the year. The RCSM will normally be Northern's representative at CRP meetings but other colleagues may attend where appropriate;
- 1.14 Provide nominated CRP representatives with free travel on Northern trains in connection with attendance at meetings or training courses related to CRPs or community rail routes and in accordance with Northern's policy on the issue of free travel passes. The policy will be made available to CRPs;
- 1.15 Invite CRP representatives (paid officers and chairs) to an annual Community Rail Partnership Conference;
- 1.16 Through The Association of Community Rail Partnerships (ACoRP) or through its own resources, provide training, seminars and conferences for the benefit of the CRP, its paid officers and chair, based on ACoRP's available resource and the identified needs;
- 1.17 Promote the work of CRPs with our stakeholder community, within Arriva UK Rail and within the wider UK rail industry. Northern will use all appropriate channels available and will use material supplied by the CRP where possible;

- 1.18 Review this Service Level Commitment (SLC) annually with the CRP to ensure it is still fit for purpose; and
- 1.19 Seek a review by the Community Rail Executive Group (ComREG) of the Community Rail SLCs every three years and shall comply with any amendments or alterations to commitments made by ComREG which result from that review.

## **2. The Community Rail Partnership will:**

- 2.1 Work jointly with Northern to market/promote local rail services and stations on the Community Rail line, using local knowledge to maintain a high profile in the communities served by the railway;
- 2.2 Produce a Community Rail Development Plan (CRDP) for each year, which includes a summary report and provide quarterly reports on progress in delivering the plan. The Plan will include (*inter alia*):
  - Working with Northern to jointly Identify and quantify new and existing markets relevant to the CRP;
  - Marketing local rail services and stations by means of planned promotions, activities, events, publicity and information provision;
  - Identifying those social and geographic parts of the community where knowledge and understanding of rail services could be improved and how that might be achieved;
  - Developing plans to expand the reach of the CRP geographically and/or into a wider range of community groups including socially disadvantaged groups;
  - Developing plans to support regeneration in the communities served by the line;
  - Developing a projected spend and resource plan;
  - Developing a targeted and dated media plan; and
  - Developing clear metrics in partnership with Northern to measure success.
- 2.3 The CRDP will be the same format as required by the DfT/Rail North. Northern will provide a template to CRPs for any non-designated lines;
- 2.4 Play a full part in the wider Northern and where appropriate national community rail activities;
- 2.5 Work with Northern to support training and education activity on the work of CRPs and the community rail movement to Northern colleagues;

- 2.6 Provide regular updates on its activities that Northern can use to promote the work of the CRP;
- 2.7 Co-operate with Northern's strategy for the development of Station Adoption Groups that will enable the CRP (where relevant) to participate in the co-ordination and facilitation of Station Adoption Groups and the establishment of new groups;
- 2.8 Develop a programme of work with schools and colleges, including awareness of rail safety and promoting use of local rail services including artwork and other projects at stations;
- 2.9 Work with Northern to develop new uses for redundant station buildings including provision of Community Hubs (modular transportable buildings), where applicable, where no suitable building exists;
- 2.10 Work with Northern to identify major planning developments in the area served by the CRP to ensure rail is an integral part of sustainable development;
- 2.11 Work with Northern to support positive arrangements in the event of planned service disruption and where resources allow; support Northern in the event of unplanned service disruption;
- 2.12 Work with Northern to identify ways of improving services and timetables to meet local needs taking into account availability of resources;
- 2.13 Work with local transport providers with a particular focus on appropriate Arriva Group companies (where they operate in the area covered by the CRP) to develop integrated transport ('whole journey') initiatives and to improve connectivity including (where appropriate) rail, light rail, bus, cycling and walking;
- 2.14 Develop innovative public arts and other cultural projects in conjunction with local educational bodies and arts organisations; and
- 2.15 Work with Northern to develop and maintain a clear local identity for the line supporting Northern's brand identity.

*Final Version*

20 June 2016

## **Appendix 4: Management group as at 19th July, 2018**

### **The Management Group is made up of the following representatives:**

Merseytravel	Marion Atkinson (Chair)
Sefton Metropolitan Borough Council	Peter Hillsdon (Vice Chair)
Community Rail Lancashire	Richard Watts (Director CRL & Partnership Secretary)
Lancashire County Council:	To be nominated
West Lancashire Borough Council	Stephen Benge
Chorley Borough Council	To be nominated
ACoRP	Ian Davis
Northern	Martin Keating, Regional Communities and Sustainability Manager
Northern	Communities & Sustainability Director (Carolyn Watson)
Network Rail	Dan Coles
Merseyrail	To be nominated
Transport for Greater Manchester	Mark Anjelucci
OPSTA	Denis O'Connell
Friends of Burscough Stations.	Phil Benzie

### **Ex Officio members of the management Group:**

Simon Clarke	Community Rail Development Officer
Daisy Chapman-Chamberlain	Community Rail Equality, Diversity & Inclusion Lead
Katie Musgrove	Special Needs Education Officer
Mick Elliott	Northern Station Manager (Preston - Ormskirk)
Trevor Armitage	Northern Station Manager (Wigan - Southport)
Dax Byrne-Turner	British Transport Police

### **Others invited**

Friends of Rufford Station	Susan Morrey
Friends of Croston Station	Kath Almond
Friends of Parbold Station	John Sloane

## Appendix 5: Financial Update

### Income

<b>Financial year</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>
<b>Core funding</b>			
Northern	25,650	26,676	27,617
Merseytravel	10,000	10,000	10,000
<b>Sub total</b>	<b>35,650</b>	<b>36,676</b>	<b>37,617</b>
<b>Special projects</b>			
Make a Bee Line (seed corn)	5,059	5,000	365
Twin Tracks (DCRDF)		1,500	
tRailblazers (ACoRP / TfGM / CRL)	1,000	1,200	
Hidden Gems (TBC)			10,000
Concertina timetables			1,000
Timetable posters			
Motorfest			
<b>Sub total</b>	<b>6,059</b>	<b>7,700</b>	<b>11,000</b>
<b>Grand total</b>	<b>41,709</b>	<b>44,376</b>	<b>48,982</b>

## Expenditure

<b>Financial Year</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>
Staff costs	33,000	35,000	36,617
Special projects (paid)	6,059	7,700	
Special projects (projected)		2,000	
Web development and maintenance	1,000	1,000	1,000
<b>Income</b>	<b>41,709</b>	<b>44,376</b>	<b>37,617</b>
<b>Total expenditure</b>	<b>40,059</b>	<b>45,700</b>	
+ / (-)	1,650	(1,324)	

### Notes to both tables:

1. This does not include grants awarded to station partnerships which do not go through CRL. in 2018/19 SAF grants have been awarded to Friends of Croston, Friends of Burscough Stations, Rufford Village Society, Friends of Bescar Lane, Friends of Parbold & Friends of Meols Cop totalling £1,806.
2. The main staff time charged to the CRP includes Simon Clarke, Richard Watts and Katie Musgrove. In addition, Simon Clarke looks after the 2 CRL websites ([www.communityraillancashire.co.uk](http://www.communityraillancashire.co.uk) which includes a site for the West of Lancashire CRP, and [www.downtheline.org](http://www.downtheline.org) CRLs educational web site) as well as CRLs social media eg Twitter and Instagram. Other staff time is provided at no charge to the CRP.
3. Staff costs for the 3 above including NI, pension and expenses amount to circa £33,000 in 2017/18; £35,000 in 2018/19 respectively and forecast to amount to £37,000 in 2019/20.
4. Special projects - In 2019/20 to (re-)launch 'Make a Bee Line for the Station' and 'Hidden Gems'.
5. Other projects will emerge through the 2019/20 year and grants may be applied for.

## Appendix 6 - Passenger Footfall Data

Preston to Ormskirk

<b>Station</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>	<b>2020/21</b>
Preston	4,621,590	4,885,016	4,858,536			
Croston	46,322	47,870	48,852			
Rufford	16,674	18,286	18,590			
Burscough Jct	38,396	46,854	43,406			
Ormskirk	2,163,374	2,263,204	2,006,936			

Source: ORR Data

## Wigan - Southport

<b>Stations</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>	<b>2020/21</b>
Wigan Wallgate	1,156,106	1,493,308	1,459,698			
Gathurst	86,976	97,870	92,888			
Appley Bridge	247,246	246,606	231,154			
Parbold	127,754	133,482	140,242			
Hoscar	900	1,024	1,432			
Burscough Bridge	233,834	241,534	241,686			
New Lane	8,184	6,860	3,786			
Bescar Lane	3,946	3,988	3,766			
Meols Cop	77,410	79,346	79,630			
Southport	4,147,064	4,240,372	4,140,162			

Source: ORR Data

## APPENDIX 7 MARKETING & PROMOTIONAL PLAN

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
<b>CDR 25% off offer</b>	<b>Lead Northern</b>			
	Support Northern campaign through CRL web site and twitter.	March to April 2019	XX news items XX tweets	
<b>Make a Bee Line for the station</b>	<b>Lead CRL/West of Lancs CRP</b>			Project deferred from 2018
	Design and print leaflet	By April 2019	2,000 leaflets re-printed	
	Design and print poster	By April 2019	20 posters printed and displayed	
	Video on YouTube	Completed See note (a) for link to the YouTube video	Video produced and uploaded onto YouTube:	
	Web activity mainly CRL	April to September	XX news items on <a href="http://www.communityraillancashire.co.uk">www.communityraillancashire.co.uk</a>	
	Twitter activity mainly via CRL Live	April to September 2019	XX Tweets via CRL Live	
	CRL web site development	By May 2019	New section on destinations supporting the Make a Bee Line promotion. First destinations Croston and Rufford	

This version updated 20th August, 2019

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
<b>Concertina timetables and posters</b>	<b>Lead CRL and west of Lancashire CRP</b>			
	Design and print concertina TT for the Dec 2018 to	Trial run Feb/March 2019	500 timetables produced.	Locally distributed by members of OPSTA, CRP and Friends groups.
	Design and print concertina TT for the May to Dec 2019 timetable.	By April 2019 & early Dec 2019	Design April 2019 1000 TTs printed for the May TT	Locally distributed by members of OPSTA, CRP and Friends groups
	Design and print poster	By December 2019	Design April 2019 xx printed	Displayed in CRL notice boards.
<b>Hidden Gems</b>	<b>Lead CRL and West of Lancashire CRP</b>			
<b>Branded noticeboards</b>	New boards to be provided at Burscough Bridge and Parbold. Lead WofLCRP & CRL	By September, 2019	2 x 3DR Noticeboards erected	Both boards have a community pin boards for use by the station adoption groups to promote local events.
<b>Motorfest Sunday 25th August, 2019</b>	<b>Lead Northern and WofLCRP</b>			
	Sunday train service approved	By May 2019		Northern agree that it can resource the train service and Network Rail that it will meet the cost of opening the 2 signal

This version updated 20th August, 2019

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
				boxes on the line. Due to on-going issues with drivers it has not been possible to progress this. On hold to 2020.
	Design and print poster			
	Design and print leaflet			Locally distributed by members of OPSTA, CRP and Friends groups
	Web promotion			
<b>Reading between the Lines</b>	<b>Lead CRL with input from WofLCRP</b>	<b>3 x a year</b>		
<b>CRL Annual Report</b>	<b>Lead CRL with input from WofLCRP</b>			
		2018 report produced by April 2019	Report circulated on - line. 25 printed copies for circulation to key stakeholders.	
<b>Northern Community Rail Annual Report</b>	<b>Lead Northern with input from WofLCRP and CRL</b>			
		By March 2019 report to Northern		Report drafted by CRP Chair

This version updated 20th August, 2019

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
		By April report published by Northern		On Northern website. Input provided by CFRL for the 4 CRPs and Education Report.
OPSTA passenger surveys				
	To carry out passenger surveys on the Preston to Ormskirk line.			

Note:

- a. Youtube for the 'Make a Bee Line for the Station' marketing campaign:

<https://m.youtube.com/watch?v=wvqCraWQYfU>

<https://www.youtube.com/watch?v=wvqCraWQYfU&app=desktop>



Involving schools at their local station is central to a lot of the work carried out by the WofLCRP in association with CRL. This picture shows the recent launch of Twin Tracks at Burscough Junction station on the 29th June, 2018.

This version updated 20th August, 2019