

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

## **Preston to Ormskirk Line**

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

## **Action Plan 2021/22**

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**Adopted at the Annual General meeting held on the XXXXXX**

Updated 19<sup>th</sup> March 2021



Parbold Station- train to Alderley Edge via Manchester Oxford Rd and Piccadilly

Updated 19<sup>th</sup> March 2021

## **Introduction and background**

- 1.1 Introduction**
- 1.2 This Action Plan sets out the proposed activities for the West of Lancashire CRP during 2021. The CRP is able to call on the resources of the 2 Community Rail Development Officers (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) and Caroline Holden. The CRP also benefits from CRL's employment of 2 Community Rail Education Development Officers (CREDO) and the 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 Director's 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.
- 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 3.

### **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 has been affected by the Covid-19 pandemic with a reduced service and/or bus replacement operating at various times since March 2020. At the time of writing the full service has yet to be fully reinstated.

- 1.11 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.
- 1.12 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.
- 1.13 The branch is predominately operated by a mix of class 156 and 158 units a considerable improvement on the previous Pacer units.
- 1.14 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.
- 1.15 Lancashire County Council has submitted an application to the third round of the restoring Your Railway Ideas Fund for the re-opening of a station at Midge Hall. The outcome of this is expected in May 2021.



**Making a difference at Croston**

- 1.16 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 1<sup>st</sup> 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 and an hourly service to Manchester Piccadilly has been reinstated and will be operated by class 769 bi mode trains.
- 1.17 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.
- 1.18 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. 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.
- 1.19 **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.
- 1.20 A bid has been submitted to the Restoring Your Railway Ideas Fund for the restoration of the Burscough Curves and as for Midge Hall a decision on this is expected from the DfT in May 2021.
- 1.21 The line has been affected by the Covid-19 pandemic with a reduced service operating at various times since March 2020. At the time of writing the full service has yet to be fully reinstated.

## **1.22 Context**

- 1.23 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.
- 1.24 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:

- 1.25 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)
- 1.26 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 Colne/Burnley Manchester Rd lines. 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.
- 1.27 CRL and the 4 Lancashire CRPs have been formally accredited under the new DfT scheme. Accreditation must be renewed annually and the next review will be in October 2021.
- 1.26 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 (Preston –Ormskirk) line – now achieved;
  - 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.

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

1.27.1 The refurbishment of Parbold station and extending the booking office opening hours with a grant from the Countryside Agency;

1.27.2 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 1.16 above*).

1.27.3 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.

1.27.4 Marketing campaigns aimed at increasing local awareness of the rail service;

1.27.5 Engagement with key 2 stage pupils and taking them on escorted journey to Preston station; and

1.27.6 The development of bespoke marketing campaigns such as 'Make a Bee Line for the Station' and 'Hidden Gems'.

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

1.29 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 a station at Midge Hall to support the new housing developments on the former Leyland test track.

1.30 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.

### **1.31 Action Plan**

1.32 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.

1.33 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.

1.34 The CRP receives core funding from Northern and Merseytravel and has applied for grants towards specific projects from the following main sources - the CRN/DfTs CRDF (Community Rail Development Fund), CRN's and TfGM's small grants fund, and Northern's seed corn fund. A financial summary can be found at Appendix 3. It should be noted that individual staff costs are not shown.

1.35 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. LCC commissioned a study into the potential for a new station at Midge Hall which was completed during 2019. The study looked at options for the location of the station as well as the potential demand for it.

### **1.36 Summary**

1.37 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.

1.38 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.

1.39 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.

1.40 Patronage was 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.

1.41 The service has also been affected by the Covid-19 pandemic in 2020 with the service withdrawn from Monday 23 March 2020 and replaced by an hourly bus service between Preston and Ormskirk. A limited train service of 11 return journeys was reinstated from Monday 18<sup>th</sup> May 2020.

## **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 2020**

**Key:**

**ComREG – Community Rail Executive Group**

**CRDF – Community Rail Development Fund**

**CRDS – Community Rail Development Strategy**

**CRL – Community Rail Lancashire**

**CRN – Community Rail Network (formerly ACoRP)**

**LCC – Lancashire County Council**

**NTL – Northern Trains Ltd (Northern)**

**SEL CRP – South East Lancashire CRP**

**TfGM – Transport for Greater Manchester**

**TfN – Transport for the North**

**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.**

<b>Activity</b>	<b>Task</b>	<b>Link to CRDS and TOR</b>	<b>Output / measure</b>	
<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 2019 to 2022.</li><li>• To provide reports as required to CRL and ComREG meetings.</li><li>• To provide input into Northern's annual report.</li><li>• To provide input into CRL's Annual Report.</li></ul>	<b>CRDS A &amp; C</b>	<ul style="list-style-type: none"><li>• Provide input into CRL's 2021 Business Plan. (RW)</li><li>• To arrange quarterly meetings of the management group of which one will be the AGM.</li><li>• By April 2021 Action Plan drafted and circulated to members of the</li></ul>	<ul style="list-style-type: none"><li>• January 2021 dates for the 4 CRP meetings agreed.</li><li>• Partnership is a member CRN.</li><li>• 11<sup>th</sup> February 2021: CRL's Business Plan presented to CRL Board.</li><li>• March 2021: input into CRL's Annual</li></ul>

<b>Activity</b>	<b>Task</b>	<b>Link to CRDS and TOR</b>	<b>Output / measure</b>	
	<ul style="list-style-type: none"> <li>• To attend the annual Northern community rail conference.</li> <li>• To be represented at the annual DfT community rail conference.</li> <li>• To work with LCC on LTP4 (Local Transport Plan).</li> <li>• To arrange with the CRN the annual accreditation meeting.</li> <li>• To be a member of the CRN.</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 Report and websites, twitter feed, facebook page and Instagram.</li> <li>• To continue to develop new ways to engage with stakeholders.</li> <li>• Develop links with the SE Lancashire CRP.</li> </ul>		<ul style="list-style-type: none"> <li>management group.</li> <li>• Implement the parts of CRL's 4 Year strategic Education Plan that relate to the line.</li> <li>• Be represented at the DfT's annual community rail conference.</li> <li>• Be represented at Northern's annual community rail conference.</li> <li>• Ensure that regular news items are provided through CRL's websites and social media links.</li> <li>• Reciprocal membership agreed between the CRP and the SE Lancashire CRP.</li> </ul>	<p>Report.</p> <ul style="list-style-type: none"> <li>• 8<sup>th</sup>, 9<sup>th</sup>, 15<sup>th</sup> &amp; 16<sup>th</sup> March attended annual CRN / DfT conference.</li> <li>• March: input to CRL's Annual Report completed.</li> <li>• April: CRL's Annual Report launched.</li> </ul>
<b>AP2 Funding Champion: RW</b>	<ul style="list-style-type: none"> <li>• To secure core funding for the Partnership.</li> <li>• To develop funding bids to support a range of projects including from the</li> </ul>	<b>CRDS</b> Accreditation requires an active CRP	<ul style="list-style-type: none"> <li>• By April 2021 Northern confirm and Avanti West Coast confirm core funding.</li> </ul>	•

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Activity	Task	Link to CRDS and TOR	Output / measure	
	CRDF, Northern's seed corn and CRN's and TfGM's small grant funds.	<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.	<ul style="list-style-type: none"> <li>By June 2021 Merseytravel confirm core funding.</li> </ul>	
<b>AP3 Timetable Developments Champion RW</b>	<ul style="list-style-type: none"> <li><b>Manchester Recovery Task Force</b></li> <li>Respond to consultation.</li> <li><b>North West Manchester Rail Network Study – TfGM</b></li> <li>To be involved in TfGMs NW Manchester Rail Network Study.</li> <li><b>Preston – Ormskirk</b></li> <li>Assist LCC with its Restoring Your Railway bid for the re-opening of Midge Hall station.</li> <li>Assist Northern with recovery following the easing of the pandemic restrictions and restoration of the full hourly timetable.</li> <li>Look to operate special Sunday services on the Preston to Ormskirk line eg to coincide with special events such as Motorfest. This may be suspended in 2021 due to the on-going</li> </ul>	<b>CRDS</b> C & D <b>TOR</b> <ul style="list-style-type: none"> <li>2.1.1: Work with partners to develop an improved timetable for the line</li> <li>2.1.2: to work with partners to develop the case for a Sunday service</li> </ul>	<ul style="list-style-type: none"> <li><b>Manchester Recovery Task Force</b></li> <li>Prepare joint response to the MRTF consultation with CRL, the other Lancashire CRPs, Merseytravel and OPSTA. (RW)</li> <li><b>North West Manchester Rail network Study – TfGM</b></li> <li>To be involved in this study through workshops. (RW)</li> <li><b>Preston to Ormskirk</b></li> <li>To engage with LCC on its RYR application for a new station at Midge Hall. (RW)</li> </ul>	<ul style="list-style-type: none"> <li><b>NW Manchester Rail network study:</b> RW attended workshop on 26<sup>th</sup> January.</li> <li>Workshop notes received from consultant AECOM</li> <li><b>MRTF</b></li> <li>RW attended workshop organised by TfN</li> <li>March 2021: RYR application submitted for the re-opening of Midge Hall station.</li> <li>March 2021: response to MRTF consultation</li> </ul>

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Activity	Task	Link to CRDS and TOR	Output / measure	
	<p>consequences of the Covid-19 pandemic,</p> <ul style="list-style-type: none"> <li>• <b>Southport – Wigan (Manchester)</b></li> <li>• Support restoration of the service.</li> </ul>		<ul style="list-style-type: none"> <li>• Work with partners to develop the case for a Sunday service.</li> </ul>	submitted by CRL.
<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 work with the rail industry, government bodies and other organisations to secure access improvements at stations through the DfT's Access for All and Northern Accessibility Funds.</li> <li>• To help support the reuse of the LCC Burscough Bridge Interchange.</li> <li>• To investigate the scope for community art projects with schools linked to the National Curriculum and/or the Hidden Gems project.</li> <li>• To develop and improve access to stations including cycling and walking routes.</li> <li>• To initiate discussions with Avanti to</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</li> <li>• Encourage active travel eg walking and cycling 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. (SC &amp; CH).</li> <li>• Continue the licence from NwR for the disused platform at Burscough Jct and maintain the link with St John's Catholic primary Sch. (SC, CH &amp; RW)</li> <li>• Maintain link with Rufford Village Society and Rufford Primary School who look after the station. (CH)</li> <li>• Develop signage project at Rufford Station to highlight local attractions. (SC)</li> <li>• Work with the Pankhurst Society to develop a women's library facility at the former BBI building. (RW &amp; KM))</li> <li>• History posters produced</li> </ul>	<ul style="list-style-type: none"> <li>• Network Rail licence renewed for BCJ.</li> <li>• </li> </ul>

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<b>Activity</b>	<b>Task</b>	<b>Link to CRDS and TOR</b>	<b>Output / measure</b>	
	<p>look at opportunities for community-based projects at Preston station.</p> <ul style="list-style-type: none"> <li>• To complete the station history poster project.</li> <li>• To complete the running in board project at Rufford.</li> </ul>		<p>and displayed at stations between Wigan &amp; Southport. (SC &amp; CH)</p> <ul style="list-style-type: none"> <li>• To work with Avanti to look at the potential for a community hub and community and school based projects at Preston station. (CH &amp; KM)</li> </ul>	
<b>AP5 Marketing Champions: RW, SC &amp; DCC  SEE APPENDIX 6</b>	<ul style="list-style-type: none"> <li>• To develop a marketing plan for the lines in partnership with Northern.</li> <li>• To work with Northern on a recovery plan following the severe impact of the Covid-19 pandemic.</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 continue 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 develop a linear walking trail based on the Wigan – Southport line and</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 6</li> </ul>	<ul style="list-style-type: none"> <li>• See Appendix 6</li> </ul>

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Activity	Task	Link to CRDS and TOR	Output / measure	
	<p>Leeds Liverpool Canal.</p> <ul style="list-style-type: none"> <li>• To carry out periodic surveys and passenger counts.</li> <li>• To maintain and refresh the CRL branded poster boards.</li> <li>• To develop links with Mersey Tourist Board to ensure that opportunities are not missed.</li> <li>• </li> </ul>			
<b>AP6</b> <b>School, college and University engagement Champion SR &amp; KM</b>	<ul style="list-style-type: none"> <li>• For details refer to CRL's 4 Year Strategic education Plan 2019 to 2022 as agreed by the CRL Board and NTL.</li> <li>• The Plan can be viewed at: <a href="http://www.communityraillancashire.co.uk/crl-accountability/">www.communityraillancashire.co.uk/crl-accountability/</a></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, colleges and universities.</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 X occasions between XX and XX, 2021.</li> <li>• xx schools take part in the CRL education engagement programme.</li> <li>• Develop a project with Burscough primary schools called 'Emerge with a positive Train of Thought' (CH &amp; KM)</li> <li>• Work with Northern to engage schools in the RCP and RCEE</li> </ul>	<ul style="list-style-type: none"> <li>• Links with Rufford CE primary school and Burscough St John's Catholic Primary maintained.</li> <li>• Burscough St John's RC Primary continuing to work on the disused platform at Burscough Jct.</li> <li>• Hidden Gems project resumed with – dibond panels installed at Merseyrail stations and at Meols Cop.</li> <li>• March: contact made with</li> </ul>

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Activity	Task	Link to CRDS and TOR	Output / measure	
			<p>programmes.</p> <ul style="list-style-type: none"> <li>• Extend the Autism Friendly Line to cover Wigan.</li> </ul>	Burscough St Johns RC and St Johns CofE primary schools. Project outline explained to them.

### Key

MA: Marion Atkinson  
 RW: Richard Watts  
 SC: Simon Clarke  
 KM: Katie Musgrove  
 CH Caroline Holden

### Notes

a.

Websites:

[www.communityraillancashire.co.uk](http://www.communityraillancashire.co.uk)  
<http://downtheline.org.uk/>

Others:

Twitter @CRL\_Live  
 Facebook  
 Instagram

## **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.

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- 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 Community Rail Network
  - 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 Community 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 3 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.



Parbold poster day 22<sup>nd</sup> October 2020

Updated 19<sup>th</sup> March 2021

## **Appendix 2: management group as at March 2021**

### **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:	Mike Cliffe
West Lancashire Borough Council	Stephen Benge
Chorley Borough Council	To be nominated
Community Rail Network	Ian Davis (and Brian Barnsley)
Northern	Owain Roberts, Regional Stakeholder Manager
Northern	Simon Abbott, Regional Community and Sustainability Manager
Northern	Director of Community & Stakeholder Engagement (Carolyn Watson)
Network Rail	Devon Wall (& 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
Katie Musgrove	Special Needs Education Officer
Mick Elliott	Northern Station Manager (Preston - Ormskirk)
Joan Nickson	Northern Station Manager (Wigan – Southport & Burscough junction and ormskirk)
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 3: Financial Update

### Income

<b>Financial year</b>	<b>2020/21</b>	<b>2021/22</b>
<b>Core funding</b>		
Northern	28,362	(tbc) 28,000
Merseytravel	(tbc) 10,000	(tbc) 10,000
<b>Sub total</b>	<b>38,362</b>	<b>(provisional) 38,000</b>
<b>Special projects</b>		
Mini TTs		
Make A Bee Line		
Wigan – Southport Trail		
<b>Sub total</b>	<b>0</b>	
<b>Grand total</b>	<b>38,362</b>	<b>38,000</b>

Key:

TBC – to be confirmed

## Appendix 4 - Passenger Footfall Data

Preston to Ormskirk

Station	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
Preston	4,621,590	4,885,016	4,858,536	4,646,428	4,936,870	
Croston	46,322	47,870	48,852	35,598	47,318	Est 4,500
Rufford	16,674	18,286	18,590	15,608	21,836	Est 2,650
Burscough Jct	38,396	46,854	43,406	34,396	47,908	Est 7,500
Ormskirk	2,163,374	2,263,204	2,006,936	2,255,722	2,409,296	

Source: ORR Data

## Wigan - Southport

Stations	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
Wigan Wallgate	1,156,106	1,493,308	1,459,698	1,551,286	1,478,316	
Gathurst	86,976	97,870	92,888	94,320	106,772	
Appley Bridge	247,246	246,606	231,154	224,238	226,782	
Parbold	127,754	133,482	140,242	125,578	132,660	
Hoscar	900	1,024	1,432	1,242	956	
Burscough Bridge	233,834	241,534	241,686	216,516	217,920	
New Lane	8,184	6,860	3,786	2,248	1,946	
Bescar Lane	3,946	3,988	3,766	2,124	2,364	
Meols Cop	77,410	79,346	79,630	83,306	95,552	
Southport	4,147,064	4,240,372	4,140,162	4,217,792	4,710,560	

Source: ORR Data

## APPENDIX 5 MARKETING & PROMOTIONAL PLAN 2021

Project	Activity	Timescale	Outputs	Notes
<b>Make a Bee Line for the station</b>	<b>Lead CRL/West of Lancs CRP</b>			
	Design and print leaflet	2021 refresh		
	Design and print poster	2021 refresh		
	Video on YouTube	Completed See note (a) for link to the YouTube video	Video produced and uploaded onto YouTube:	
	Twitter activity mainly via CRL Live	On-going		
	CRL web site development	On-going	New section on destinations supporting the Make a Bee Line promotion. Done: Croston & Rufford To do: Burscough, Ormskirk, Preston	
<b>Linear self – guide walks</b>				
<b>New project</b>	Develop station to station linear walks	During 2021	<ul style="list-style-type: none"> <li>• Series of self guide walk leaflets.</li> <li>• News items</li> <li>• Videos</li> </ul>	Linear walks will initially be based on the Leeds to Liverpool canal between Wigan and Burscough.

Updated 19<sup>th</sup> March 2021

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
	along the Wigan to Southport line			
<b>Concertina timetables and posters</b>	<b>Lead CRL and West of Lancashire CRP</b>			
	Design and print of mini TT for May 2021 TT			On-hold due to on-going travel restrictions relating to Covid – 19.
	Design & print mini TT for Dec 2021.			
<b>Hidden Gems</b>	<b>Lead CRL and West of Lancashire CRP</b>			.
				Complete installation of dibond at west Lancashire stations
<b>Post Covid-19 recovery</b>				
	Agree recovery plan with	TBC		

Updated 19<sup>th</sup> March 2021

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
	partners and Northern			
<b>Branded noticeboards</b>	New community board to be provided at Croston station entrance			
	Maintenance of CRL branded boards	Planned for August 2021	All notice boards updated.	
<b>Reading between the Lines</b>	<b>Lead CRL with input from WofLCRP</b>	<b>3 x a year</b>	Newsletter produced July 2020	
<b>CRL Annual Report</b>	<b>Lead CRL with input from WofLCRP</b>			
		2020/21 report produced by April 2021	Report circulated by email and available on CRL's website.	

Updated 19<sup>th</sup> March 2021

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
<b>Northern Community Rail Annual Report</b>	<b>Lead Northern with input from WofLCRP and CRL</b>			
		By March 2021 report to Northern		Report drafted by CRP Chair
		By April report published by Northern		On Northern website. Input provided by CRL for the 4 CRPs and Education Report.
<b>OPSTA passenger surveys</b>				
	To carry out passenger surveys on the Preston to Ormskirk line.	Passenger survey during 2021 timing may be affected by Covid-19	Report setting passengers views about the service, station facilities, marketing etc.	
<b>Station history poster project</b>	To develop station history posters for display in CFRL poster	On-going	Doodly developed to explain project on CRL website and YouTube <a href="https://www.youtube.com/watch?v=2iICFRVNZwY&amp;feature=youtu.be">www.youtube.com/watch?v=2iICFRVNZwY&amp;feature=youtu.be</a>  History posters produced for stations on the Wigan – Southport line.	Posters being developed for Burscough and Ormskirk

Updated 19<sup>th</sup> March 2021

<b>Project</b>	<b>Activity</b>	<b>Timescale</b>	<b>Outputs</b>	<b>Notes</b>
	panels			
<b>Station audio tapes</b>				
	Create a series of audio tapes based on the history of stations.		A series of oral history tapes for Burscough, Parbold and Ormskirk stations providing recollections from people who worked or used the railway.	These can be listened by clicking here: <a href="https://communityraillancashire.co.uk/audio-files/">https://communityraillancashire.co.uk/audio-files/</a>

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>

# WEST LANCASHIRE'S HISTORICAL COMMUNITY STATIONS

## CROSTON STATION



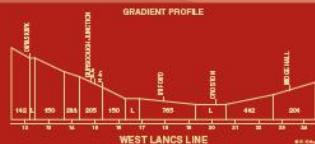
Contact Us! In the event of a state emergency, call your State Emergency Services.



Croton Station is the 1980's - photo courtesy of Brian Haworth



Croton Station is 2009 - photo courtesy of Brian Haworth



## PARBOLD STATION

#### A BRIEF HISTORY OF PARBOULD STATION



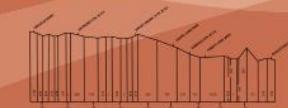
Patented Session 1 cycle with Lip Morris Board with Dutch Taylor, Session Master. Photo courtesy of Key Creative.



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multiple approaches. Please contact Michael Young - Project Director at project.young@unsw.edu.au



Updated 19<sup>th</sup> March 2021