

WEST OF LANCASHIRE LIN CRP Action Plan update October 2021

API: CRP Development

1. Restoring Your Railway

Two bids have been submitted to round 3 of the Restoring Your Railway initiative. These are for:

- A new station at Midge Hall to support the extensive housing development taking place in the area; and
- The restoration of the Burscough Curves which would provide a direct Preston to Southport rail link.

A decision on round 3 applications is expected shortly.

2. Accreditation

As previously reported Accreditation is a requirement of the new Community Rail Development Strategy and takes place every year. For CRL and the 4 Lancashire CRPs this took place on Wednesday 13th October.

3. ComREG (Northern's Community Rail Executive Group)

The CRP regularly updates ComREG on its activities. Reports can cover all the good news of which there is plenty as well as any issues that the CRP and/or station partnerships are facing. Both Richard Watts and Marion Atkinson are members of ComREG. Reports about the CRP activities are sent to Dawn McGough, Community Rail Cumbria, who co-ordinates these for the west area CRPs.

Seed Corn and station adoption grants are available so make sure you get your bids in. For more information about them use the link below:

www.northernrailway.co.uk/community/2433-funding

The Northern community site has quite a bit of information about the work of ComREG and CRPs. It's just a shame it is not more visible on the Northern website.

The next ComREG meeting takes place on the 17th November, 2021.

4. Education update

A separate report setting out recent educational engagement activity is being separately circulated.

Key highlights include the Education Network and Backtrack.

For this year's Backtrack competition go to:

backtrackcompetition.co.uk/

Action: spread the work about the competition.

CRL's education Network has a new logo:

www.communityrailancashire.co.uk/news/community-rail-education-network-new-logo/



Locally CRL is working with Burscough St John's RC Primary School and is at the early stages of developing a project with the Rufford CE Primary School with thanks to Susan Morrey and Mrs Newsham. We would also like to develop a project with a primary school in Croston.

5. Local Transport Plans (4)

This is covered in the report from Mike Cliffe.

6. 100 Women, 100 Journeys.

For more information and to view the book click on the following link:

<https://communityrailancashire.co.uk/news/100-women-100-journeys/>

Thank you to those who contributed to this publication from the West of Lancashire CRP.

AP2: Funding

Core funding

Northern	£28,759
Merseytravel	£10,000
TransPennine Express	£2,500

Other grants:

Community Rail Development Fund / Small Grant Fund:

Make a Bee Line for the WLL	£1,075	(CRDF – new leaflet)
Canal side walk	£635	(CRN small grant - film)
Positive Train of Thought	£3,000	(CRDF – BCJ project with St John's RC Primary Sch)

Avanti Community Rail Fund

Dick, Kerr Ladies	£18,360 (Preston station)
-------------------	---------------------------

AP3: Timetable developments

- Manchester Recovery Task Force**

This is covered by Mike Cliffe in his Lancashire County Council update.

At the time of writing this it is understood that a further consultation on the new option B+ is expected during October/November 2021.

- **Timetable recovery**

It is pleasing that all services on the Preston to Ormskirk and (Manchester) Wigan to Southport lines have been restored.

The CRP has also reintroduced its mini timetable for the Preston to Ormskirk line (see also AP5)

AP4: Station & other developments

Preston

Hanging Basket update:

Working with Avanti West Coast and So Plants there are now some attractive hanging baskets on the ramp from the booking office to platforms 3 & 4. Millie Woodhead, Avanti's Community Champion, has developed this further with So Plants to create a further 6 hanging baskets and planter boxes.

Artwork Update:

The early part of the year concentrated on an artwork project for the over bridges at the Station and funding applications were submitted to Avanti and the Community Rail Network. However, following concerns raised by the rail industry this project has had to be shelved.

A meeting is planned in August with Avanti, Network Rail, the Community Rail Network and CRL to review where artwork could be displayed at the station. If a new location can be found then Caroline and Katie will work with a local artist to develop an art based project with students at either UCLan and/or a local college.

Dick, Kerr Ladies

In the meantime, Avanti has agreed funding towards a film about the Dick, Kerr Ladies, the women's football team formed in the 1920s from workers at the Dick, Kerr factory on Strand Road Preston. The group is now celebrating its 100th anniversary and a number of community based projects are being considered to link young people with their achievements. Ideas being considered include a train trip to the Manchester Football Museum and a Remembrance celebration possibly on the 12th November, 2021. A call out for relatives of the Dick, Kerr ladies to come forward, memorabilia, photos etc will take place using posters and social media. **If anyone has links to local Preston organisations please contact Caroline Holden at caroline.holden.crl@gmail.com.**

Preston to Ormskirk Line:

Croston

Friends of Croston station

This active group continue to make a very positive impact on the station, including the disused platform.

Rufford

Art work was installed during July promoting the link to Rufford Old Hall.



Caroline Holden met with Susan Morrey and Mrs Newsham to discuss a possible art based project with Rufford CE Primary School. It is hoped that a project could start early 2022 and involve artist Karen Allerton who was involved in the project at Burscough Junction.

Burscough Junction

Positive Train of Thought

This project supported by a grant from the Community Rail Development Fund, saw artist Karen Allerton and CRL's Caroline Holden, working with pupils at Burscough St John's RC Primary School on an art project called 'Positive Train of Thought'. As part of the project the pupils developed artwork and mosaic bee and bug hotels which are now on display on the disused platform at Burscough Junction station. Shahiesta Raja also talked to the pupil's about safe rail travel. A best practice paper about the project is in preparation.

Key outcomes from the project have been:

- The adoption of the disused platform by the school pupils to enhance its appearance and for them to learn new skills; to find out more about the natural environment including bee friendly plants.
- The pupils working collaboratively to develop artwork for display at the station and to produce mosaics to put on the bee/insect hotels.
- For the pupils to find out more about safe rail travel.



Art work and the bee & insect hotels on display

Burscough Junction disused platform

Burscough St John's RC Primary school has adopted the disused platform at Burscough Junction working under a licence from Network Rail held by Community Rail Lancashire. Pupils from the school regularly visit the station to look after their plants, tidy up and generally make sure the area is maintained to a high standard.



Community Rail Week 18th to 24th October

A special event is taking place at Burscough Junction station to mark the start of the first Community Rail Week on **Monday 18th October**. The week-long series of events is being coordinated by the Community Rail Network to showcase the valuable role local rail plays in the community. The Burscough event will:

- Launch the new promotional 'Make A Bee Line for the West Lancashire Line' leaflet and poster;
- See pupils from St John's RC Primary School take the train to Rufford to walk back to school along the Rufford Branch and Leeds & Liverpool canals recently featured in a film produced by the partnership (see AP 5 – Explore Lancashire By Rail); and
- Celebrate the adoption of the disused platform by St John's.

Wigan Wallgate to Southport line

Gathurst

A Hidden Gems panel has been installed at the station.

Burscough Bridge

A history poster is being written by CRP member Phil Benzie. We hope to be able to complete this by the end of the year.

It is understood that discussions continue to find a new user for the former Interchange Office.

Mike Cliffe will update on his discussions about the cycle lockers at the station.

Bescar Lane

A new branded community notice board has recently been installed at Bescar Lane at the request of the station adoption group



Southport

Northern hosted an event at Southport to mark the introduction of the 'new' class 769 bi-mode trains on Southport to Manchester services.

AP5 Marketing & Promotion:

Explore Lancashire By Rail

This is the name being given to a series of mini films describing easy walks that can be reached using our local lines. There are two films now available, see Collectors Corner for links, the first film describes a walk from Rose Grove along the Padiham Greenway and the second describes a walk from Burscough Junction to Rufford along the Leeds & Liverpool and Rufford Branch canals.

Other films include a walk from Darwen station to Darwen Tower and a walk from Lytham to St Annes taking in the St Annes Town Trail.

Make a Bee Line for the West Lancashire Line

This is the title of the new leaflet and poster launched on the 18th October at the start of Community Rail Week at Burscough Junction station.

The leaflet highlights attractions along the line from Preston to Liverpool with ideas for short or longer days out. If you would like to help distribute these contact Richard Watts at communityraillancashire1@gmail.com or Caroline Holden at caroline.holden.crl@gmail.com. Simon Clarke is touring the area installing the posters in CRL's branded boards.

Linear Canal Walks

A project under development to produce a leaflet of self-guide walks that take in the Leeds & Liverpool Canal walking from station to station between Wigan Wallgate and New Lane.

Mini timetables

Having been put on hold during the pandemic it is now possible to restart these with the first being for the Todmorden Curve, South Fylde Line and Preston to Ormskirk services. Others will follow.

The CRP would like to thank Kath Almond, Susan Morrey, Denis O'Connell, Phil Benzie and Stephen Benge for their help in distributing the West Lancashire Line mini timetable.

A new mini timetable will be produced to coincide with the start of the December timetable.

CRL website statistics

For details see appendix I.

The top pages are, in order of importance:

DalesRail
Bentham Line
Clitheroe Line
East Lancashire Line

Social Media

The @crl_live account now has 1012 followers and to date this year we have done 187 tweets and have 264k impressions (a total tally of all the times the Tweet has been seen)

Love to Ride

Working with Love to Ride CRL has been helping with promoting cycling across the county by displaying posters in its branded boards that encourage people to get involved and with a chance of winning some interesting prizes.

Branded Boards

CRL has 89 branded structures with a total of 242 panels for either poster displays or community use. A new community board was recently installed at Bescar Lane.

In the media

The following article appeared in the Lancashire Post during July,2021:

<https://www.lep.co.uk/heritage-and-retro/heritage/community-rail-network-the-people-giving-lancshires-railways-a-bit-of-tender-loving-care-3325418>

AP6: School, college, university & apprentice engagement

This is covered in the attached education update report.

COLLECTORS CORNER

Have you read our Best Practice papers? If not click here <https://communityraillancashire.co.uk/best-practice/> for:

Memorable Journeys – Accrington

Along the Line – Ramsgreave & Wilpshire

Back on Track - Darwen

And many more

Coming soon:

‘A Positive Train of Thought’ – Burscough Junction and Burscough St Johns RC Primary School.

Have you watched the Let’s Connect films produced by Huckleberry Films? If not click here:

<https://communityraillancashire.co.uk/lets-connect/>

They cover projects funded by Connect East Lancashire at Brieffield, Accrington and Ramsgreave & Wilpshire stations.

Other films to watch:

A walk along the Padiham Greenway

<https://communityraillancashire.co.uk/padiham-greenway/>

<https://www.youtube.com/watch?v=rvDSEWoiI8>

A walk from Burscough Jct to Rufford via the Leeds & Liverpool and Rufford Branch canals

<https://www.youtube.com/watch?v=8CkGdwUC7KE>

The DalesRail taster can be seen on the homepage of www.dalesrail.com

<https://communityraillancashire.co.uk/lines/dalesrail/>

The Virtual DalesRail call to action film:

<https://communityraillancashire.co.uk/tales-from-dalesrail/>



Appendix I:

Website performance dashboard

1 Jan 2021 - 10 Oct 2021

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

All Users
100.00% Sessions

Users

21,937
% of Total: 100.00% (21,937)



New Users

21,839
% of Total: 100.00% (21,839)



How many visits this year

28,884
% of Total: 100.00% (28,884)

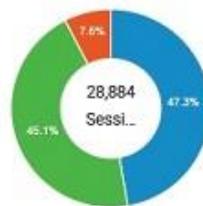


Which City did they come from

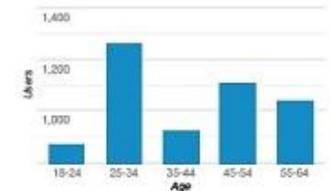
City	Sessions	Pages/Session
Blackburn	2,278	2.52
London	2,255	1.73
Preston	1,575	2.67
Manchester	1,437	2.10
Leeds	611	1.88
Liverpool	540	1.80
Shanghai	516	1.01
Blackpool	510	2.42
Lytham St Annes	484	2.55
Lancaster	415	1.94

Desktop or mobile

mobile desktop tablet



Age of visitors



Where did they come from

Source/Medium	Users	Avg. Session Duration
google / organic (direct) / (none)	13,543	00:01:26
m.facebook.com / referral	4,035	00:01:33
m.facebook.com / referral	1,156	00:00:42
baidu / organic	669	00:00:01
bing / organic	553	00:02:26
settle-carlisle.co.uk / referral	434	00:01:32
traffic24.xyz / referral	343	00:01:04
t.co / referral	303	00:01:03
bbc.co.uk / referral	215	00:01:41
l.facebook.com / referral	120	00:01:17

Most popular news

Page Title	Unique Page Views	Avg. Time on Page
News Community Rail Lancashire	2,247	00:00:21
DalesRail 2021 Community Rail Lancashire	1,453	00:02:37
Skelmersdale To Become Rail Link ed Again Community Rail Lancashire	527	00:09:33
Class 769 Driver Training Community Rail Lancashire	359	00:02:11
Restoring Your Railway – Have Your Say Community Rail Lancashire	203	00:01:59
Rivington Bus Helps Economy Recovery Community Rail Lancashire	194	00:03:26
Along The Line – A Virtual Launch Community Rail Lancashire	132	00:02:28
East Lancashire Towns Great For Commuting Community Rail Lancashire	132	00:04:21
Along The Line Artwork Installed Community Rail Lancashire	129	00:01:09
Restoring Your Railway – Clitheroe To Hellifield Community Rail Lancashire	129	00:03:06

Top 10 most popular pages

Page	Page Views	Unique Page Views
/	7,005	4,648
/lines/dalesrail/	5,925	4,048
/lines/bentham-line/	2,286	1,811
/news/	2,274	1,616
/dalesrail-timetables/	2,215	1,787
/news/dalesrail-2021/	1,635	1,204
/dalesrail-walks/	1,200	991
/walks/	1,002	683
/dalesrail-fares/	879	741
/lines/clitheroe-line/	810	666