

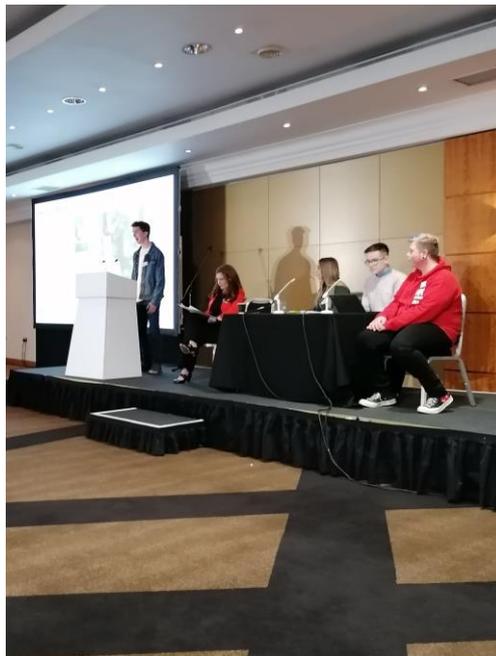


## **WEST OF LANCASHIRE LINE CRP Action Plan update 20<sup>th</sup> April 2022**

### **API: CRP Development**

#### **1. DfT & Community Rail network Conference**

The annual DfT and Community Rail Network Conference took place in Nottingham on the 7<sup>th</sup> and 8<sup>th</sup> March. Presentations were given by Karen Bennett for CRL and the Education Network and Craig Ward for the Lancashire Rail Ramblers on DalesRail.



**DfT & CRN Conference**

#### **2. 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. The next meeting is on the 4<sup>th</sup> May 2022.

#### **3. 2022 Action Plan and CRP Activity Plan**

Attached is the draft 2022 CRP Activity Plan and 2022 Action Plan. This year all the projects being taken forward by the 4 Lancashire CRPs are included and replaces the tables previously contained in the Action Plan.

#### 4. Local Transport Plan (4)

This is covered in the report from Mike Cliffe.

## AP2: Funding

### Core funding 2022/23:

The West of Lancashire CRP has so far received core funding from:

Source	Amount £
Northern	31,003
Merseytravel	10,000
Trans Pennine	TBC
Avanti	TBC
<b>Total</b>	<b>41,003</b>

TBC: to be confirmed

### Other income

The table shows the projects and grants received for the 2021/22 year.

Project	Budget £	Grant £	Outturn £	Notes
Preston station 3c & 4c	9,950	9,950 Avanti	9,950	Approved
Rufford to Mere Sands Wood	7,085	3,542 CRDF	7,085	Approved
Croston with Trinity St Michael's Mini Timetables				In development
<b>Total</b>				

#### Notes:

CR Community Rail  
CRDF Community Rail Development Fund  
CRN Community Rail Network

The table does not show the costs of maintaining the branded boards and for some of the posters displayed in them.

## **AP3: Timetable developments**

### **I. Manchester Recovery Task Force**

As reported at the last meeting CRL responded to the consultation by the MRTF to the proposed December 2022 timetables. At the time of writing this report no response had been received.

#### **Mini timetables**

The CRP has also reintroduced its mini timetable for the Preston to Ormskirk line (see also AP6) – anyone wanting some for local distribution please contact Richard Watts on [richard.watts.crl@gmail.com](mailto:richard.watts.crl@gmail.com). An updated version for the May timetable change is being produced for local distribution.

Many thanks to the volunteers who help to distribute the mini timetables – we can't do it without your help.

#### **COVID timetable changes**

Northern introduced temporary changes to its timetables from the 4<sup>th</sup> January which will result in some 2 hour gaps on the Preston – Ormskirk line. These changes will continue until December. For more details go to:

<https://communityraillancashire.co.uk/news/service-changes-update/>

## **AP5: Station & other developments**

### **Preston**

#### **Platforms 3C & 4C**

As you see from AP3 the Ormskirk service will be permanently linked to the Colne service from December 2022. Northern has confirmed that the service will continue to use platforms 3C & 4C at least until HS2 remodelling of platforms 3 & 4 takes out the 2 bays. To improve the environment at this 'lonely' part of the station CRL & Lancashire CC have been successful in securing a grant for the provision of seats, planters, hanging baskets and information panels for these platforms.

#### **Artwork Update:**

A small-scale postcard project is being undertaken by a Supported Internship Student group that works out of County Hall, Preston. A larger project is also being developed to display artwork on the entrance to the station from the Butler Street car park.

#### **Dick, Kerr Ladies**

Work continues on the 'Granny' film to celebrate the Dick, Kerr Ladies. Thanks to Avanti for allowing the film crew to film on the train. The film is being launched on Friday 8<sup>th</sup> April in London.

<https://communityraillancashire.co.uk/news/remembering-a-forgotten-womens-football-team/>

#### **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.

A new project is being developed involving the local primary school Trinity & St Michael's. More about this next time!

### **Rufford**

A project involving Rufford CE Primary School and Mere Sands Wood is being developed by CRL's Caroline Holden and Shahiesta Raja and artist Karen Allerton. The project will produce an attractive leaflet describing the walk from Rufford station to Mere Sands Wood and art work that will be displayed on the cycle shelter. The project is due to be launched on the 22<sup>nd</sup> April at Rufford station.

### **Burscough Junction**

As previously reported Burscough St John's RC Primary school has adopted the disused platform at Burscough Junction working under a licence from Network Rail which is 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.

On the used platform the Friends of Burscough Stations look after the planters and generally keep the area tidy.

### **Wigan Wallgate to Southport line**

#### **Burscough Bridge**

A history poster is being written by CRP member Phil Benzie.

As part of the Burscough Art Trail this attractive poster by artist Amanda Anderson has been displayed at Burscough Bridge station at the start of the footpath to the Martin Mere Wetland Centre.



**Bird mosaic by artist Amanda Anderson displayed at the start of the footpath to Martin Mere**

## **AP6 Marketing & Promotion:**

### **Community Rail Week 23<sup>rd</sup> to 29<sup>th</sup> May 2022**

The theme for this years Community Rail week is 'Give The Train A Try'. CRL and the 4 Lancashire CRPs have developed plans for the week but we are always on the look out for new ideas and projects that we can help support. Here is what is in the pipeline so far:

#### **Monday 23<sup>rd</sup> May**

East Meets West: launch event involving groups of ladies from Accrington, led by Shahiesta Raja, and Bradford, led by Karen Bennett, meeting in Bradford and travelling onto Bingley. The group will be met by Rail Minister Wendy Morton as well as by representatives from the Community Rail Network.

In the afternoon CRL/ELCRP is launching its project about Rachel Kay Shuttleworth with an event involving Padiham Green CE School.

#### **Tuesday 24<sup>th</sup> May**

CRL is hosting a group from CILT (Chartered Institute of Logistics and Transportation) in Accrington and showcasing what Community Rail does.

#### **Wednesday 25<sup>th</sup> May**

Launch of the 'Discover the South Fylde Line' leaflet and brochure at St Anne's Station. All about encouraging people to try the train to visit this lovely area of Lancashire.

#### **Thursday 26<sup>th</sup> May**

We are planning a Try The Train Trip for a group of school children from Croston to Rufford to then do the walk from the station to Mere Sands Wood. Details to be confirmed.

#### **Friday 27<sup>th</sup> May**

Launch of artwork at Garswood Station.

Guided cycle ride from Brierfield station

Do you have a good idea? If so we would like to hear from you.

### **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 currently five films available to watch, see Collectors Cornet for links, they show:

- a walk from Rose Grove along the Padiham Greenway,
- a walk from Burscough Junction to Rufford along the Leeds & Liverpool and Rufford Branch canals,
- a linear walk from Lytham to St Anne's,
- a circular walk around Turton & Entwistle and Wayoh Reservoirs and
- the launch of Community Rail Week 2021 at Burscough Junction.

Other films in the pipeline include a walk from Darwen station to Darwen Tower and the West Pennine Moors.

Full details of all the films can be viewed here:

<https://communityrail Lancashire.co.uk/lancashire-by-rail/>

CRL has been working with ICG Strategic Marketing Agency to help promote the films and Simon Clarke has become a 'regular' on the programme hosted by Maria Felix Vax. Simon recently recorded the canal walk from Burscough to Rufford.



**Simon with Maria on the 1<sup>st</sup> March recording the canal walk.**

### **Make a Bee Line for the West Lancashire Line**

This is the title of the new leaflet and poster launched on the 13<sup>th</sup> October 2021 at the start of last years 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 [Richard.watts.crl@gmail.com](mailto:Richard.watts.crl@gmail.com) or Caroline Holden at [caroline.holden.crl@gmail.com](mailto:caroline.holden.crl@gmail.com). Simon Clarke has toured the area installing the posters in CRL's branded boards.

### **Mini timetables**

See above a new mini timetable will be produced to coincide with the start of the May timetable.

## **AP7: Web Development**

Below are the key web site statistics for the main Community Rail Lancashire website.

5,774 users

7,461 visits

14,232 page views

Top 10

1. Home page
2. DalesRail
3. Bentham Line
4. News
5. Lancashire by Rail
6. Walks
7. News/fantastic-job-opportunity
8. East Lancs Line
9. Clitheroe Line
10. Self guide walks

Full details in appendix I below.

## **AP8 & 9: School, college, university & apprentice engagement & Diversity and Inclusion**

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/>

Memorable Journeys – Accrington

Along the Line – Ramsgreave & Wilpshire

Back on Track - Darwen

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

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

Other films to watch:

Padiham Greenway

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

<https://www.youtube.com/watch?v=IYaq8Wisk8E> (avoids the closed bridge over the River Calder)

Entwistle Reservoir Walk

<https://www.youtube.com/watch?v=YZIajo2idXA>

Rufford to Burscough Junction along the Leeds and Liverpool & Rufford Branch canals:

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

Lytham to St Anne's linear walk

<https://www.youtube.com/watch?v=bC7CtK2ZjJ0>

The DalesRail taster can be seen on the homepage of [www.dalesrail.com](http://www.dalesrail.com)

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

The Virtual DalesRail call to action film:

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

By the way its not too late to send in your favourite story, picture or anecdote about DalesRail to [communityraillancashire1@gmail.com](mailto:communityraillancashire1@gmail.com)

### West Lancashire Audio Tapes

The audio files are from a project funded by the National Lottery Heritage Fund around ten years ago for The Lancashire Society called 'The Noise We Mek' which focused on the way people speak around Lancashire. The files remain the copyright of the Lancashire Society and may not be used without permission.

Click on the link below to find out more and to listen to the tapes:

<https://communityraillancashire.co.uk/audio-files/>

### Coming soon:

The Clitheroe Line walk from Darwen Station to Darwen Tower and the West Pennine Moors.

# Appendix 1: web site statistics:

## Website performance dashboard

1 Jan 2022 - 3 Apr 2022

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

**All Users**  
100.00% Sessions

### Users

**5,774**

% of Total: 100.00% (5,774)



### New Users

**5,655**

% of Total: 100.00% (5,655)



### How many visits this year

**7,461**

% of Total: 100.00% (7,461)

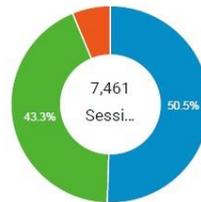


### Which City did they come from

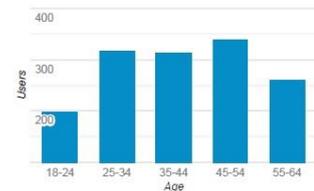
City	Sessions	Pages/Session
London	660	1.58
Preston	417	2.66
Blackburn	407	2.39
Zhengzhou	360	1.00
Lytham St Annes	295	1.95
Manchester	292	1.84
Leeds	251	1.63
Liverpool	180	1.92
Blackpool	146	2.47
Birmingham	119	1.27

### Desktop or mobile

mobile desktop tablet



### Age of visitors



### Where did they come from

Source/Medium	Users	Avg. Session Duration
google / organic	2,979	00:01:33
(direct) / (none)	1,429	00:00:53
m.facebook.com / referral	451	00:00:23
lm.facebook.com / referral	249	00:00:58
bing / organic	192	00:02:25
t.co / referral	95	00:01:10
l.facebook.com / referral	70	00:03:23
discoverfylde.co.uk / referral	69	00:00:49
baidu / organic	32	00:00:00
yahoo / organic	32	00:01:35

### Most popular news

Page Title	Unique Page Views	Avg. Time on Page
News   Community Rail Lancashire	678	00:00:22
Fantastic Job Opportunity At Community Rail Lancashire   Community Rail Lancashire	286	00:06:19
Clitheroe Station Car Parking   Community Rail Lancashire	89	00:00:49
Let's Connect The Community   Community Rail Lancashire	78	00:02:32
Dales Railcard Winter Offer   Community Rail Lancashire	76	00:01:13
Skelmersdale To Become Rail Linked Again   Community Rail Lancashire	71	00:11:35
Restoring Your Railway – Clitheroe To Hellifield   Community Rail Lancashire	70	00:03:39
Shifting Sands Exhibition   Community Rail Lancashire	65	00:01:32
Engineering Works This Weekend   Community Rail Lancashire	57	00:01:26
Explore Lancashire By Rail   Community Rail Lancashire	57	00:02:45

### Top 10 most popular pages

Page	Page Views	Unique Page Views
/	1,525	1,227
/lines/dalesrail/	844	607
/lines/bentham-line/	601	496
/news/	494	381
/lancashire-by-rail/	353	294
/walks/	292	228
/news/fantastic-job-opportunity-at-community-rail-lancashire/	232	205
/lines/east-lancashire/	223	192
/lines/clitheroe-line/	215	184
/walks/self-guided-walks/	200	164