

Route Prospectus

For the line between Barton-On-Humber and Ulceby N. Junction

The line between Barton-On-Humber and Ulceby N Junction is one of the routes listed in the DfT Community Rail Development Strategy. This document sets out ideas for development of the line subsequent to the formal designation of the line as a Community Rail line late in 2006.

The key measures of success will be

- The contribution of Community Rail Development in achieving locally set objectives such as reducing road congestion and increasing accessibility in its widest sense.
- Reducing the call on taxpayers' funds for the service;
- Establishing the effectiveness of different methods for reducing the net financial loss of Community Rail lines by increasing revenue and reducing costs where practicable.

This prospectus has been discussed with the Community Rail Humber and the Barton Cleethorpes Community Rail Partnership (which presently consists of North Lincs Council, North East Lincs Council, Humber & Wolds Rural Community Council, various Borough, District and Parish Councils, Hull City Council, East Riding of Yorkshire Council, Northern Rail, First Transpennine Express, Network Rail,)

Designation of the route between Barton on Humber and Ulceby N Junction as a 'Community Rail line' is needed to progress the following:

- Identification of the costs of operating the Barton on Humber service and the passenger revenue attributable to the line.
- Showing how Train Operating Company costs might be reduced on the service by changes to franchise management (including the Ticketing and Settlement Agreement arrangements), working practices and operation
- Evaluation of cost effective methods of delivering improvements to Barton on Humber services looking at all aspects of the current operation.
- Maintain and look at ways of developing the Hull Bus Link, (Humberlink), and effect of showing as a through seamless service to Hull, including ticketing.
- Identification of the most cost effective way of improving journey times including changes to the stopping pattern and 'skip stop' opportunities;
- Maintain good links with local businesses, tourism, community and development agencies etc to identify opportunities for promotion of the line to raise its profile and increase patronage
- Exploration of opportunities of alternative fares structures to ensure the line is allocated a fair contribution of all through rail fares and that fares are appropriate to the local market.
- Exploration of 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
- Working with Local Councils to develop integrated transport initiatives to improve accessibility to the area.
- Evaluation and delivery of cost effective station improvements.
- Work in conjunction with Community Rail Humber (HWRCC) to ensure wider initiatives are evaluated and introduced as appropriate to the Barton on Humber branch

Route Prospectus

- Encouraging social enterprise initiatives at railway stations along the line;
- Improved connections with Trans Pennine Services to be pursued

It is intended to build on the work already undertaken on the route by the Community Rail Partnership in taking this route forward

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

Community Rail Development
DfT Rail Group
76 Marsham Street
London
SW1H 0EU

September 2006