

Route Prospectus

For the line between Barnsley and Huddersfield (The Penistone Line)

The line between Barnsley and Huddersfield is one of the 7 routes chosen for the SRA Community Rail Development pilot projects. The pilot projects were chosen to demonstrate how the Community Rail Development approach can increase revenue, manage down costs and encourage greater community involvement in the local railway.

The keys measures of success of the pilots will be

- establishing the contribution of Community Rail in achieving locally set objectives such as road traffic benefits and social benefits;
- establishing the costs for the line and services;
- establishing the effectiveness of different methods for reducing the net financial loss of Community Rail lines by increasing revenue and reducing costs where practicable.

A remit for the pilot project has been agreed by the Client Group for the pilot project. This remit forms the basis for this Route Prospectus. Like the remit, it is expected that the Route Prospectus will be a flexible document that will evolve (in format and substance) as the pilot project develops.

The Client Group referred to consists of

Barnsley MBC
Kirklees MBC
Network Rail
Northern Rail
South Yorkshire PTE
Strategic Rail Authority
The Penistone Line Partnership
West Yorkshire PTE
Association of Community Rail Partnerships (ex officio)

Designation of the line between Barnsley and Huddersfield is needed to progress aspects of the remit associated with changes to the regulation of the line by the SRA and also management of the infrastructure.

It is intended to build upon the successful work of the Partnership and others over the last few years in growing patronage and improving the service.

The objectives of the Pilot are as shown below. They are set out in three phases reflecting the fact that work needs to proceed in a structured fashion.

Phase One – Completion Summer 2005

- Carry out a market analysis to enable sensible targeting of market development activities on the line: ideas to be considered in the light of the market analysis are listed in Options section of this document.
- Establish the costs of the line to enable sensible targeting of cost management actions.

- Set up a Railway Development Company to facilitate the implementation of Pilot and development of the line.
- Implement any low cost “quick win” measures possible to:
- Improve performance
- Improve retailing and revenue protection
- Improve the passenger environment
- Continue the on-going Penistone Line Partnership projects Art, Music Trains, Walks, Holmfirth Branch Line Community Bus, Car Club until the end of their current life cycle or until a decision has been taken about their suitability to be carried on within the pilot.
- Investigate other current Social Enterprise opportunities such as tendered bus routes, the station cafés and station maintenance contracts.

Summer 2005 – Early 2007

If the line is designated we expect to be able to:

- Implement measures to increase revenue arising out of the Market Analysis. These may include changes to timetables and fares, improvements to stations.
 - Implement measures to reduce costs arising out of the cost analysis work of Phase One. These may include changes to the way that the stations and infrastructure is maintained.
- The Railway Development Company will project manage the deliver of the Pilot Business Plan.

Spring 2007 – Early 2010

- Implement any long term changes identified in either the market analysis and/or cost analysis – some of which may be outlined in the Options part of this document.
- Manage the line in line with the principle outlined within the Community Rail Strategy.

Designation will encourage continuation of the successful partnership working through the Penistone Line Partnership which is currently working towards becoming a rail development company.

Without designation the pilot project will not be able to deliver its aims and objectives. The pilot project is expected to last up to 5 years. During the time of the pilot project the designation may be reviewed if requested by the Client Group or other major stakeholders, then the consultation on designation can be repeated. This review process will enable designation to be reversed if there is significant demand once the pilot project has finished.