

# Route Prospectus

## For the line between Ryde Pier Head and Shanklin (The Island Line)

The line between Ryde Pier Head and Shanklin is one of the routes listed in the DfT Community Rail Development Strategy. Pilot projects have started to demonstrate how the Community Rail Development approach can increase revenue, manage down costs and encourage greater community involvement in the local railway.

The key measures of success will be

- achieving locally set objectives such as increasing accessibility and reducing road congestion;
- reducing the call on taxpayer's 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 Partnership (which consists of the IOW Unitary Council, Transport 2000, IOW Tourism, WightLink, Island Line, Wightrack, Brading Town Council and the DfT Rail Group).

Designation of the line between Ryde Pier Head and Shanklin as a 'Community Rail line' is needed to progress the following:

- Show how Train Operating Company costs might be reduced on the line by changes to regulatory arrangements (including the Ticketing and Settlement Agreement arrangements), working practices and operation
- Explore opportunities of alternative fares structures to ensure the TOC gets a fair allocation of all through rail fares
- Examine the options available for infrastructure ownership or long term leasing by the Train Operating Company to reduce infrastructure maintenance costs
- Evaluate options for rolling stock for the line including lease and ownership arrangements
- Demonstrate the potential of a cost effective infrastructure upgrade in respect of provision of an intermediate crossing loop, to allow the introduction of a reliable service at half hourly frequency, a frequency which is not currently possible
- Work with the Isle of Wight Steam railway to improve interchange/joint working

It is intended to build on the work already in hand on the Island including:

- promotion of the line to raise its profile and increase patronage – this includes working with the Island business community.
- improving links to the bus network to provide access
- deepening co-operation with the ferry and hovercraft operators (plus mainland transport operators) to build through traffic
- station adoption

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

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