

Route Prospectus

For the line between Exmouth Junction and Exmouth and the passenger rail service between Exeter St David's and Exmouth

The line between Exmouth Junction (to the east of St James Park station) and Exmouth is proposed as suitable for designation as a community rail line. Although it was not listed in Department for Transport Community Rail Development Strategy as being suitable for community rail designation, it meets the stated criteria.

The stations included in this designation are listed at the end of this prospectus.

The other services operating between Exeter St Davids and Exmouth Junction are not included within the service designation. There is no current or potential freight traffic on the line.

The key measures of success will be:

- The contribution of Community Rail Designation in achieving locally set objectives, listed below, and in 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 relevant local stakeholders, including Devon County Council and Exeter City Council. The initiative to make the application for community rail designation is locally generated, principally by the Avocet Line Rail Users Group.

Designation of the line between Exmouth Junction and Exmouth along with the service between Exeter St Davids and Exmouth will assist in the following objectives and tasks which will be championed and progressed by the newly created Avocet Line Community Rail Forum:

- Work with the franchise holder and other stakeholders to achieve introduction of a strengthened Sunday service, and to optimise services and connections, reflecting flows onto the line.
- Support development with partners of a Marketing Plan for the line, including maximising the potential of the environment of the line, especially to stimulate tourist traffic.
- Explore 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 ridership by the local population.

- Explore opportunities of alternative fare structures to ensure they are appropriate to the local market.
- Examine viability of options to improve the type and quality of rolling stock used on the service, and work to ensure that capacity meets current and future demands. This includes operation of passenger counts.
- Evaluate and deliver cost effective station improvements.
- Support and develop existing station adoption schemes.
- Encourage social enterprise initiatives at railway stations along the line.
- Work with local councils to develop integrated transport solutions to improve accessibility to the area, and specifically examining the scope for improved integration/access/links, especially at Exmouth, Topsham and Digby & Sowton stations. This is seen as being a critical part of management and optimisation of transport links of all types in the Exeter – Exmouth corridor.
- Work with Devon County Council and others to realise the Devon Metro vision, including early opening of two new stations on the line, at Newcourt and Monkerton to serve new housing developments and business parks.

It is intended to build on the work already undertaken on the route by the Avocet Line Rail Users Group, First Great Western and other local stakeholders in developing the line. The intention is that, when designated, this line and service will form part of the Devon and Cornwall Rail Partnership's remit to support local lines in Devon and Cornwall that are designated as community rail lines and services.

Stations to be included as part of the designation:

Polsloe Bridge, Digby & Sowton, Topsham, Exton, Lympstone Village and Exmouth. Lympstone Commando is currently a private station serving the Royal Marines training centre.

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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