

Route Prospectus for the Passenger Train Service between Leeds and Morecambe/Heysham Port (The Bentham Line)

The Bentham Line is one of the routes listed in the Department for Transport's Community Rail Development Strategy. This document sets out ideas for development of the service subsequent to the proposed formal designation as a Community Rail service during 2012.

A service designation does not include track or signalling or associated infrastructure, however stations on the route served primarily by the Community Rail Service will be included. The relevant stations are listed at the end of this prospectus

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.
- Establishing and reducing the call on taxpayers' funds for the service by increasing revenue and reducing costs where practicable.
- Establishing links with the local community and promoting the service as a sustainable method of transport.

This prospectus has been discussed and agreed with the Leeds, Lancaster and Morecambe Line Community Rail Partnership which presently consists of Lancashire County Council, North Yorkshire County Council, Northern Rail, Settle Carlisle Development Company, Lancaster and Skipton Rail Users Group, Aire Valley Rail Users Group, Lancaster, Morecambe & District Rail User Group and Friends of Bentham Station. In addition ACoRP, Network Rail, Lancaster City Council, Craven District Council, West Yorkshire Metro, Furness Line CRP and the LLMCRP Community Rail Development Officer are ex officio members of the Partnership.

The Leeds, Lancaster, Morecambe Ltd. is a 'not for profit' company limited by guarantee with Articles of Association & Memoranda based on the model drawn up by ACoRP and Cooperatives UK. There are currently 8 Directors, including a Chairman and a Company Secretary. The registered office of the company is C/O Station Buildings, Station Road, Bentham, Lancaster, Lancashire LA2 7LF

Designation of the service between Leeds and Morecambe/Heysham Port as a 'Community Rail Service' will assist in the following tasks:

- Evaluation of cost effective methods of delivering improvements to Bentham Line services looking at all aspects of the current operation;
- Work with, but not exclusively, the train operator, the Friends of the Settle Carlisle Line and the Settle Carlisle Development Company to evaluate alternative timetable options for the line that will deliver

improved benefits to commuters and leisure travellers and develop new markets;

- To develop links with the Heysham Port Ltd. to develop and improve awareness of the through boat trains;
- Develop innovative marketing schemes for the line including looking for opportunities to use QR codes to promote attractions along the line;
- Work with the Settle Carlisle Development Company to increase awareness of and extend the scope of the DalesRail Card;
- Work with station partnerships, the railway industry and local government to improve stations along the line;
- Evaluate opportunities to introduce 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;
- Look for 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 by the local population;
- Work with Local Councils to develop integrated transport initiatives to improve accessibility to the area;
- Develop gateway stations as appropriate along the line to access areas of natural beauty;
- Develop funding applications to draw in external grants to support projects along the line; and
- Encouraging social enterprise initiatives at railway stations along the line

It is intended to build on the work already undertaken on the route by the Community Rail Partnership, the train operator, Network Rail and other local stakeholders in developing this service.

Designation of the Service between Leeds and Morecambe/Heysham Port also includes the following stations:

Skipton, Gargrave, Hellifield, Long Preston, Giggleswick, Clapham, Bentham, Wennington, Bare Lane, Morecambe & Heysham Port.

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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