

# Route Prospectus

## For the Crewe - Stoke-on-Trent - Derby service

The line between Stoke-on-Trent and North Staffordshire junction (Derby) on the Crewe–Nottingham service (as it then was) was a route listed in the SRA Community Rail Development Strategy (2004) as a line proposed for community rail designation.

In response to this the North Staffordshire Community Rail Partnership was established in 2005 with the active support of all the transport authorities along the route together with the local rail user group. The CRP has also received support from a number of parish and town councils.

The passenger service on this route, operated by East Midlands Trains extends on from Stoke to Crewe.

This prospectus sets out ideas for development of the Crewe-Stoke-Derby service subsequent to its proposed formal designation as a community rail service during 2008.

It has been developed in partnership with the North Staffordshire Community Rail Partnership, which presently comprises East Midlands Trains, Cheshire, Derbyshire and Staffordshire County Councils, Stoke-on-Trent City Council (Unitary Authority) and the North Staffordshire Rail Promotion Group.

As well as facilitating a range of tasks, community rail service designation should assist the Community Rail Partnership develop a better understanding of the costs of operating the Crewe-Stoke-Derby service and the passenger revenue attributable to the line. It should aid evaluation of cost effective methods of delivering improvements to services, reviewing all aspects of the current operation.

Working with local councils, East Midlands Trains (and other relevant TOCs as necessary) and Network Rail, the Partnership will promote integrated transport initiatives to improve accessibility to and from the area served by the line and so contributing to economic and amenity benefits for the communities and businesses which it serves.

The key measures of success will be:

- Increased community involvement – assisting the community to improve the railway through locally funded investment, and voluntary effort.
- Increased ridership and revenue - raising awareness amongst potential travellers, delivering marketing initiatives, adjusting fares (both up and down), introducing cost effective service enhancements.
- Reduced costs - ensuring that all work on the line is done efficiently and to the right standard avoiding over specification.

Designation of the service between Crewe-Stoke-Derby will help to make the service more responsive to passenger demand. It will strengthen the existing partnership, especially important at a time of impending local government reorganisation in

Cheshire. Also, in partnership with local authority partners and local communities and organisations, designation will enable improvements to the route through the delivery of small-scale initiatives over the next three years.

The designation will in particular facilitate the following objectives:

- Extension of the station improvement programme and development of increased community and partner involvement in adopting stations
- Improving passenger safety and station accessibility and providing a welcoming environment for passengers
- Developing integration of the rail service with bus services linking local communities and tourist destinations such as Alton Towers
- Raising awareness of the rail service in local communities, resulting in increased ridership
- Working with East Midlands Trains to obtain effective collection of revenue and higher service awareness so that strengthened services are provided and revenue maximised on the occasion of particular events on the line (i.e. race days at Uttoxeter)
- Working with East Midlands Trains on costing and practicality of running later services and an extended Sunday service
- Working with all stakeholders to keep under review an optimum fares structure for the route which is appropriate to the local market whilst, with the introduction of additional services on the Stoke–Crewe section from December 2008, promoting the enhanced service to potential rail users

Longer term Aspirations

- Improving links with other rail services and extending the Crewe - Stoke - Derby service to its previous extent between Manchester Airport and Nottingham
- Introducing part-time staffing or a ticket machine at Uttoxeter
- Implementing innovative ticketing and marketing schemes with the aim of making it easier to buy tickets away from staffed stations.

It is also intended to build on the work already undertaken on the route by the Community Rail Partnership, East Midlands Trains and its predecessor, the local authorities and other local stakeholders in developing this service.

Designation of the Crewe-Stoke-Derby service also includes the following stations: - Alsager, Kidsgrove, Longport, Longton, Blythe Bridge, Uttoxeter, Tutbury & Hatton and Peartree.

Designation is not intended to inhibit the operation of the line as an occasional diversionary route, nor will it affect the operation of freight services between Crewe, Stoke and Derby. As a service designation, the designation does not include the track or other infrastructure other than the listed stations.

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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