

Devon & Exeter Rail Working Party 17 February 2017

Update from the
Devon & Cornwall Rail Partnership

Richard Burningham - Manager



The Devon & Cornwall Rail Partnership

- Works primarily – but not exclusively - on the branch lines and predominantly the six rural lines
- Core partners –Devon County Council, Cornwall Council, Great Western, Plymouth City Council and Plymouth University
- Small team based at Plymouth University



The Devon & Cornwall Rail Partnership

- Core aims
 - Promote use of branch line trains
 - Seek improvements to services and facilities
 - Boost the local economies of the places served via their rail link
 - Work to link the railway and community



Citizens' Rail

Our train

Our station

Our citizens





- EU Interreg Project –
 - Lancashire County Council
 - Partners from France, Germany & the Netherlands
- Local partners – Devon County Council, Torbay Council, Great Western Railway and ourselves (Lead Partner)
- Local project focused on Exeter – Paignton (Riviera Line)
- Project ran from Autumn 2012 to end of 2015.

Citizens' Rail

Our train Our station Our citizens





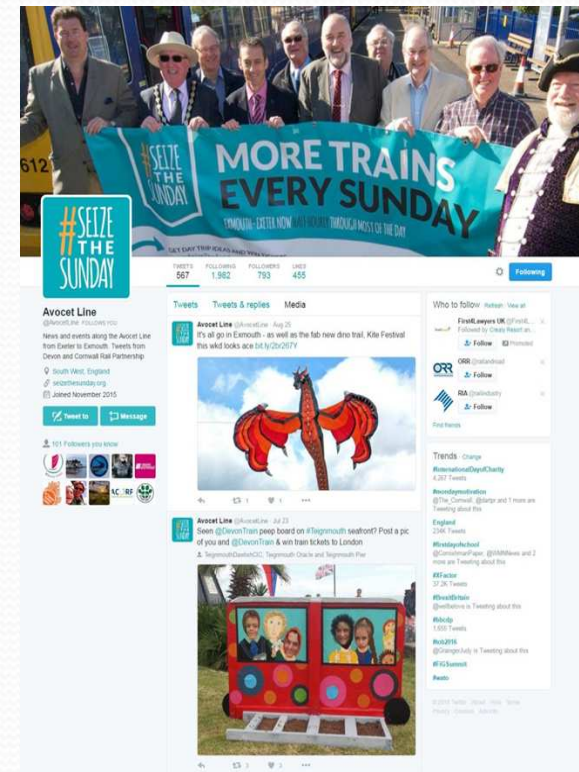
- Additional trains introduced in December 2013
- These trains accepted by the Government into the Franchise in December 2016. No further subsidy required
- Full half hourly (Exmouth)- Exeter – Paignton service to be introduced in December 2018

Exeter St Thomas



Avocet Line – extra Sunday trains

- Comprehensive marketing campaign
 - “Seize the Sunday”
 - Local press – editorial and adverts
 - Localised leaflets delivered direct to homes
 - Exmouth, Lympstone, Newcourt, Digby, Polsloe Bridge
 - Dedicated website seizethesunday.org
 - Three video adverts produced
 - Social media. Facebook ads
 - Twitter @avocetline now has 1167 followers
 - Events, banners at stations.



- 7.4% increase since end of May 16

(76k extra journeys)

Marketing

www.greatscenicrailways.com

Launched 7 May 2015

Visitors (May – August)

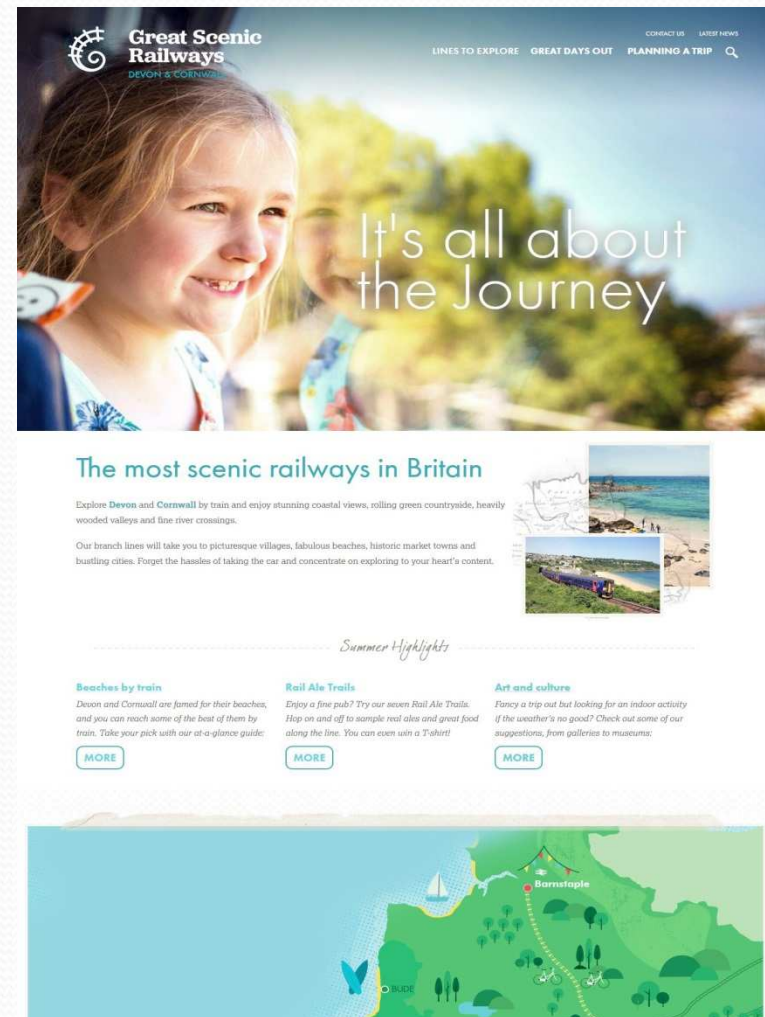
2015 36,000

2016 63,000

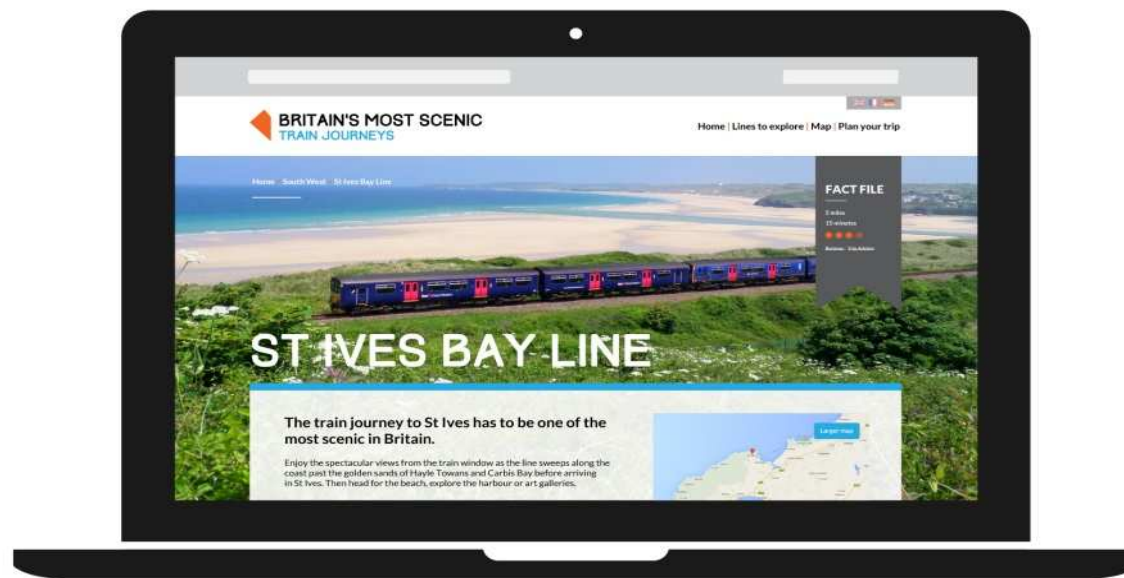
75% increase

Thanks to Google, links from Visit Cornwall adverts (10k) & Facebook campaign (8k)

In July & August this year, more than 10,000 people visited GWR's Journey Planner from our website – more than 1,000 a week



Heritage & Community Rail Tourism Innovation competition



South West Trains joins the Partnership



Great branch line success

	2016	2001-16	2006-16
Tarka	657,522	230%	115%
Tamar Valley	193,107	60%	48%
Avocet	1,820,603	130%	91%
Looe Valley	118,791	105%	55%
Newquay	88,455	121%	75%
Maritime	664,227	259%	168%
St Ives Bay	488,914	68%	22%

The build up to December 2018

- December 2018 timetable a massive opportunity
- Increased frequencies, much more capacity
- Communications plan right through, from well in advance to well after service established
- 2008 – 11
- Tarka Line up 47%
- Maritime Line up 96%



