

The Tarka Line

Update from the
Devon & Cornwall Rail Partnership

Richard Burningham - Manager

Tarka Line Offer

- Following on from success in 2015, TRA (and we) lobbied for repeat.
- Offer ran October 22 – April 17
- Half price Off Peak Day Return to Barnstaple
 - From Exeter stations e.g £5.00
 - All Tarka Line stations e.g. £4.05 from Crediton
 - Also Exeter St Thomas, Digby & Sowton, Newcourt and Topsham



£5 BARNSTAPLE BY TRAIN DAY RETURN FROM EXETER

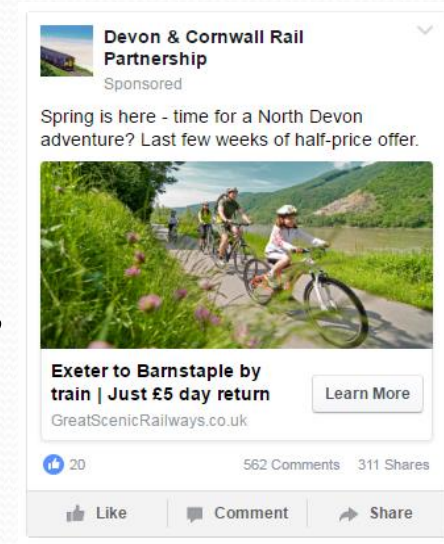
- Usually £10.30, now better than half-price til 17 April
- Take any train after 09:00, return the same day
- 5-15 year-olds get a further 50% off
- £5 fare from Exeter stations including Polsoe Bridge, £5.05 from Digby & Sowton, Newcourt and Topsham

GWR Great Western Railway TARKA Devon County Council Devon & Cornwall RAIL PARTNERSHIP

Train times & day trip ideas: greatscenicrailways.com National Rail Enquiries: 03457 484950

Tarka Line Offer

- We ran a significant marketing campaign
 - Seven weeks of press adverts in Express & Echo, Crediton Courier and Crediton Gazette
 - Several targeted online adverts via Facebook
 - Launch press release and, of course, the door to door leaflets featured the offer.
 - Devon County Council provided further financial assistance through their Local Access Fund project



Tarka Line Offer

- Results
 - No of tickets sold tripled
 - Revenue nearly doubled

	No of tickets issued	Revenue
16 – 17	13908	£61,239.10
15 – 16	4600	£31,732.15
Increase	9308	£29,506.95
%	202.3	93.0

Tarka Line Foodie Guide

- Being distributed very soon – this highlights great places to eat, great foodie events and great places to buy local produce easily reached from the Tarka Line.
- Not just on the line itself – Instow, Fremington, Braunton & Ilfracombe included.
- 72,000 22 page booklets – distributed across GWR and via Westward Marketing leaflet racks in Exeter, east and south Devon.



Survey

- Ran from November - February.
Mainly online (hard copies available too)
- Publicised through the local press – a well covered press release and press adverts. Network Rail did further publicity and this too was well covered.
- Wide sharing of the online link including by North Devon MP Peter Heaton-Jones, Chamber of Commerce etc

TRAINS: HAVE YOUR SAY



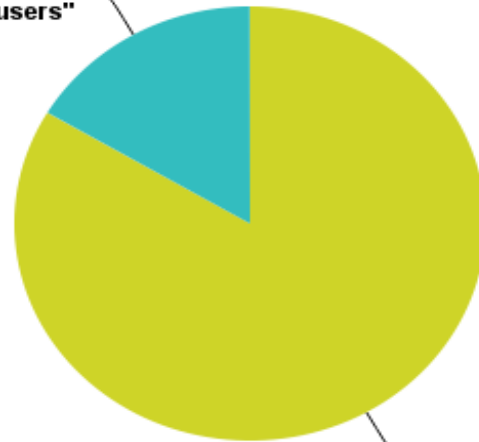
Survey

- 2,218 respondents. 84% users, 16% non users

Q1 Do you ever use the Barnstaple - Exeter rail line?

Answered: 2,211 Skipped: 7

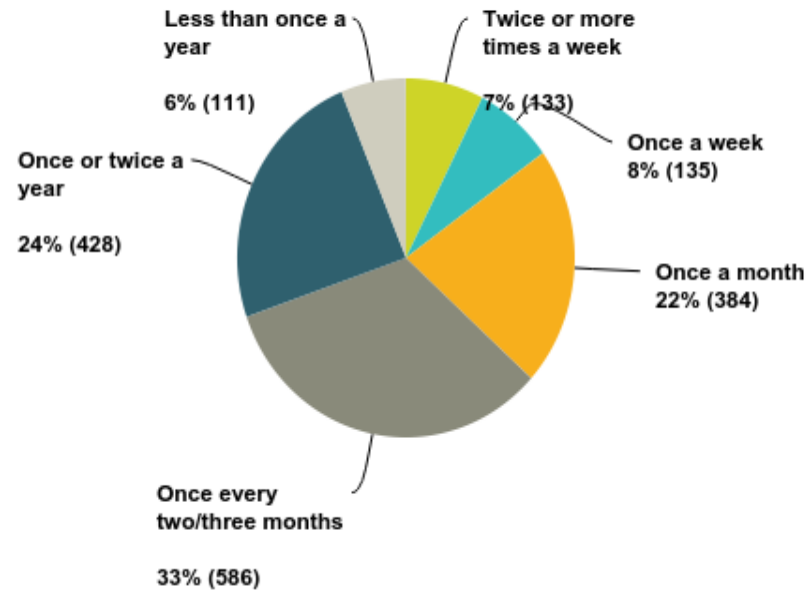
No - please go to the "Non users" section



Yes - please go to "Current users" section

Q2 How often do you use the line?

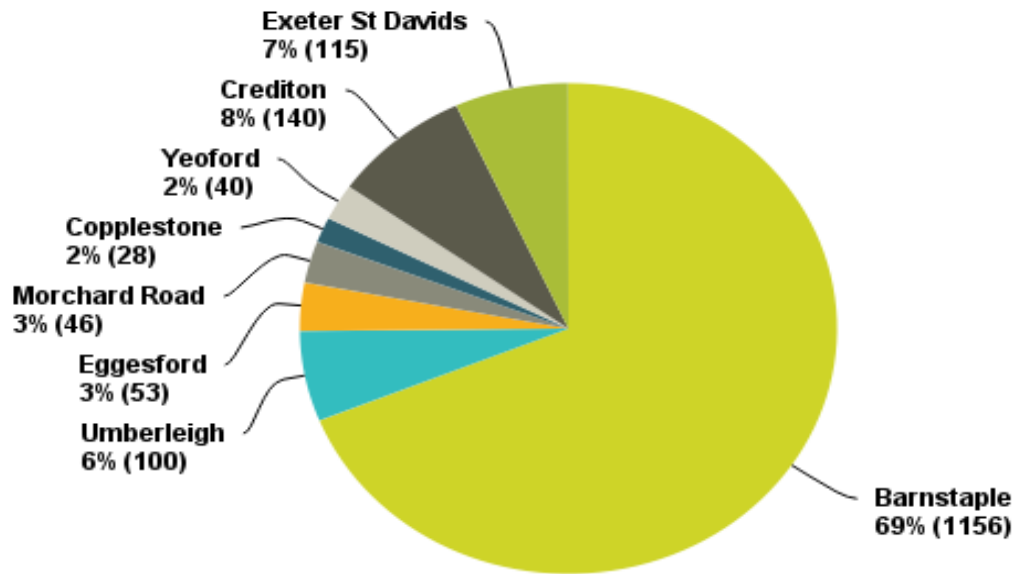
Answered: 1,777 Skipped: 441



- Only 15% are frequent users - at least once a week
- 22% use the line once a month
- 63% use the line once every two/three months or less frequently.

Q3 Which station do you usually start your journey from?

Answered: 1,678 Skipped: 540



- A good and pretty proportionate spread of responses from along the line
- Other stations – Lapford and King’s Nympton each 22, Newton St Cyres 16, Portsmouth Arms 4 and Chapelton 2.

What users think of the service

- Issues that scored pretty well include –
 - Upkeep of the station - 69% good or very good, 24% average
 - Feeling of personal safety – 63% good or very good, 31% average
 - Reliability of the service - 54% good or very good, 33% average
- Issues where the score was reasonable include
 - Value for money – 43% good or very good, 38% average
 - Overall satisfaction – 43% good or very good, 35% average

What users think of the service

- Issues that people were less happy with –
 - Frequency – 33% good/v good, 36% average, 31% poor/ v poor
 - Journey time – 33% good/v good, 36% average, 31% poor or v poor
- Issues that people are really pretty unhappy about -
 - Availability of seats - 23% good/v good, 27% average, 50% poor/ v poor
 - Comfort on train - 12% good/v good, 32% average, 56% poor/v poor

Big difference with Spring 16 on-train survey

On train – 600 responses over 3 days in Feb/Mar		Good	Average	Poor
Frequency	Online	33	36	31
	On train	50	32	18
Journey time	Online	33	36	31
	On train	55	30	15
Seat availability	Online	23	27	50
	On train	52	24	24
Comfort on trains	Online	12	32	56
	On train	38	38	24

What top 3 improvements do users want?

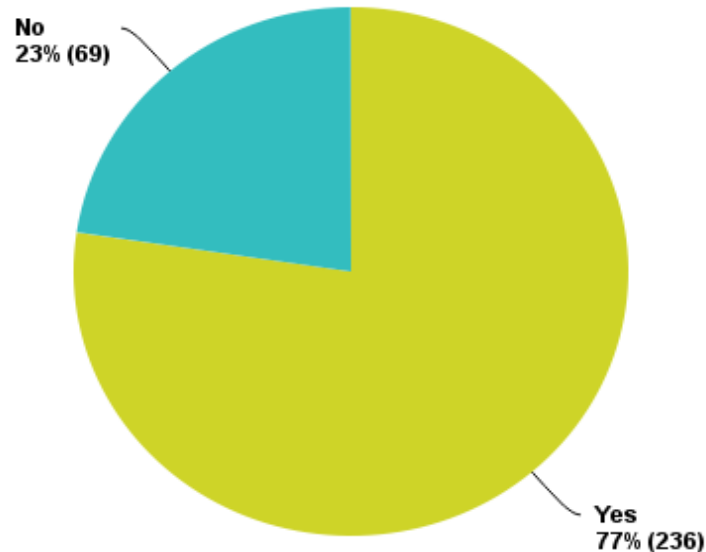
- More capacity & comfort on trains 26% (1st 41%)
- More frequent trains 15%
- Better trains (general) 12%
- Faster trains 9%
- Remainder a myriad of issues including more early trains (2%), more late trains (6%), better connections etc

How about non users?

- 66% make journeys on other lines, 34% don't. Of rail passengers, 64% use Tiverton Parkway, 28% Exeter St Davids, Taunton 6%.

Q11 Would any changes to the line and its services encourage you to use it?

Answered: 305 Skipped: 1,913



What top 3 improvements do non users want?

- More frequent trains 20% (1st 25%)
- More capacity & comfort on trains 18%
- Faster trains 15%
- Better trains (general) 12%
- Remainder a myriad of issues including high cost (9% - only 3% for users) and more late trains (6%, same as users)

Users and non users want the same things

- But have slightly different preferences

As % of top three improvements combined	Users	Non users
More capacity & comfort on trains	26%	18%
More frequent trains	15%	20%
Better trains (general)	12%	12%
Faster trains	9%	15%

Survey highlights the opportunities after service improvement in December 18



- More seats, more frequent services and better trains all coming from December 18
- Lots of people will take a fresh look at the line then
- The key will be train service performance and that capacity matches demand

Survey highlights the opportunities after service improvement in December 18

- Marketing and communications need to be well timed and not go too early or over sell
- All key issues for the Strategy – plus faster trains
- Between 2008 and 2012, the number of journeys made on the line went up by 50%.

What level of growth could we see by 2022?

