

# Station Adoption – 1, 2, 3, 4

TransWilts / Draft / 1.6.2015

**Objective – to provide community pride, ownership and information at TransWilts stations with a view to making travel to and from those stations more attractive**



Early concentration at the TransWilts Community Rail Partnership has been on raising passenger numbers - on a service that carried around 18,000 journeys in 2012 and on which significant growth was sought via the operation of an extra train making 6 round trips per day. Comparable lines (single train, round trips less than hourly) in the First Great Western area typically carry around 90,000 to 150,000 passenger journeys per annum. With 183,400 journeys in 2014 (and around 230,000 expected in 2015), we need to maintain traffic levels and interest, and indeed build further.

An LSTF (Local Sustainable Transport Fund) Grant covers initial build up (taper) costs for the additional trains, and also significant engineering work in replacing and expanding facilities at stations, and prior to the undertaking of such works it was decided to postpone station adoption schemes

- \* It's more immediately important to market the service and get passengers
- \* There is little point in investing in amenity just before it is replaced

Now that most of that immediate work is done, we can look forward to station adoption to encourage yet further passengers.

1. At Melksham - 1 platform
  - Planters, notices, station cleaning, station friends, etc
2. Platform 2 at Swindon - where the TransWilts train arrives and departs
  - Planters, notice boards, TransWilts news and promotion
3. Platform 3 at Chippenham - no track, but the listed station building
  - Community information, centre
  - CRP offices and work base
  - Possibility of loop for robustness / track re-instatement in due course
4. The fourth platform at Westbury.
  - currently no track;
  - longer term goal to add interchange rather than have trains queueing not connecting
  - TransWilts information board

Draft prepared by:

Graham Ellis - [grahamellis@transwilts.org](mailto:grahamellis@transwilts.org)  
Community Rail Officer, TransWilts Community Rail Partnership  
TransWilts CRP 48, Spa Road, Melksham, Wilts, SN12 7NY  
A division of the TransWilts Community Interest Company (CIC)  
<http://www.twcrp.org.uk> - 0845 459 0153 / 01225 708225

On direction of the TransWilts CIC Board:

Paul Johnson (Chair and Strategy)	Peter Blackburn (President)
Phil McMullen (Secretary)	Lee Fletcher (Research and Buses)
Mike Harley (Accountant)	Graham Ellis (Community Rail Officer)

The current TransWilts service runs from Swindon via Chippenham, Melksham and Trowbridge to Westbury with some services extended to Dilton Marsh, Warminster and Salisbury.