

Schools and Community Program

TransWilts / Draft / 1.6.2015

Objective - to make the wider community aware of railway and linked public transport services in their area, and how to make best use of that transport.



Although this is a TransWilts program, we believe it is applicable elsewhere and we intend to provide a framework for that use.

Background - Trains and buses run through our communities, but a significant proportion of residents aren't aware of them / don't know what passes the end of their street. And many know that they're there, but don't know the times they run, where they go, how much it costs and where to get tickets. This especially applies to younger people who habitually travel in "Mum's Taxi" but are reaching an age of some independence where Mum and Dad would encourage them to make use of public transport, but need to be reassured that they understand how to make that use safely and knowledgeably.

Methodology - We're proposing an education campaign, making use of:

- * Assemblies.
- * Parent letter / distribution packs via our local schools.
- * Induction trips by train arranged with our Train Operator.
- * Social Media
- * Carnival and other events which attract significant attendance

Targetting - the following are noted:

- * An improved train service at MELKSHAM where usage is low per head of population
- * Housing development at CHIPPENHAM, TROWBRIDGE & MELKSHAM - new residents
- * Recent immigrant / ethnic minority populations especially at TROWBRIDGE
- * New service options (southwards from SWINDON for example)

Authority of material:

- * Material framework to be developed by the TransWilts CRP / CIC
- * Endorsement / support sought from our train operator and local authority
- * Frameworks to be available via ACoRP to other members and wider, with endorsement
- * Local information to fit easily within the framework including maps and timetables

Key elements:

- * Where and when trains go and buses connect
- * How to read timetables and find other information
- * Planning end to end journeys
- * Getting your tickets
- * Safety on the railway
- * Finding out more

Timescale:

- * 2 to 3 months to prepare material
- * Phase 1, late 2015
- * Phase 2, spring 2016

Budget:

* We are looking for a grant of around £10,000 to allow us to develop material, meet initial print costs and cover the initial implementation and staffing expenses of rolling out through schools and other community groups with appropriate presenters.

* The scheme is scalable in that once we have initial materials we can continue to run the program and factor in other elements should additional budget be available

* Investment of £1 in community schemes such as this results in an average of £4.20 of economic return

Personell - we have a strong team of volunteer at TransWilts to deliver this program. They range from the former chair of an LEP through to a personal travel planner team leader via a graphic artist, a project manager and a professional presenter. For transfer on to other CRPs, it's anticipated that the workings in the materials will allow for a lower experience level to deliver high quality results.

Review of scheme:

* Feedback encouraged from participants

* Annual Passenger surveys in Autumn of 2015 / 2016 to test awareness of scheme

We have been undertaking a wide variety of marketing activities to raise awareness of the TransWilts line and have already seen a fast-growing service with many new users to rail. It is impractical to make specific allocations of passengers to particular pieces of marketing, as many people will have seen various elements from the campaign.

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

Prior to December 2013, there were two trains each way per day on the line and there were around 18,000 passenger journeys made (2012 calendar year) . From December 2013 for a three year trial period, an additional six trains each way per day (slightly fewer on Sundays) have been run. Journeys rose to 183,400 for the year 2014 (figures courtesy of First Great Western) and passenger counts in May 2015 indicate a notional passenger journey count of about 230,00 for the year 2015. Engineer works from 18th July to 31st August inclusive will distort these 2015 figures, with additional long distance traffic using the line for some of the time, but with most local trains replaced by buses for a significant part of that time.

With the success of the trial service, its continuation beyond December 2016 has been included within the current First Great Western operational agreement, with trains being extended from 1 to 2 carriages in 2017, and increased in frequency in 2018. It is anticipated that the train diagrams of the trial services will be better integrated with other services as these changes come about, to give a yet stronger product on the whole TransWilts route.

Projections show that high growth can continue for many years – there is a huge potential market. Identified risks include insufficient accommodation on trains, withdrawal of connecting bus services, gaps in train services reducing its ability serve certain flows in the corridor, concern over timekeeping & reliability, and keeping the service in the public eye to ensure that newcomers continue to be encouraged to make use of it. This proposal addresses the latter.