

## East Suffolk Lines Community Rail Partnership Action Plan 2017 – 2018

Main Objective or Activity	Individual Task	Expected outcomes and how we will know it has been a success
<b>LOWESTOFT CENTRAL SCHEME - MAJOR PROJECT</b>	Public Exhibition Space; Improvements to station surrounds; Door restoration & concourse events; Floral Displays. Network Rail land and security – Car Park expansion on southeast corner. New concourse lighting.	Reconnect Station with town centre, restore and bring 1/3 of vacant premises into public use. Enhance station surrounds. Encourage more rail users to visit station. Create showcase community rail facility.
<b>FELIXSTOWE STATION IMPROVEMENTS AND VISIBILITY</b>	Install new planters on Felixstowe station platform. Improved visibility with new signage at station, to/from station, High Road West, and at Co-op Hamilton Road.	Better customer experience at the stations; better visibility of the station's location from the high street
<b>BECCLES SHELTER</b>	Replace current Dutch barn arrangement with modern vandal proof shelter	Enhance passenger facilities PR opportunity for CRP and partners.
<b>OULTON BROAD SOUTH SUSTRANS FOOTPATH</b>	SUSTRANS scheme to connect station and Dell Rd with footpath/cycle way. Possible addition of car parking on former small holding. Repairs to footpath/footbridge (SCC)	Enhance customer access for pedestrians and cyclists. Safer access via steps.
<b>LINE GROUP EAST</b>	Engage with Felixstowe Town Council and other interested parties to reconstitute Line Group East. Enable carry over of funds from dormant period. Work with Line Group, FTW, adopters, GA & IBC	Re engage line and destinations with CRP. Better promotion of line and events in area to improve line patronage. Enhanced station facilities. Improved awareness of Community Rail.
<b>MELTON STATION GARDEN AND CONNECTING FOOTPATH</b>	Obtain quotes, fill out grant application, obtain prior costs for 2012 car park extension / french drains	New planted garden. New pedestrian footpath from station platform to the bus stops at Suffolk Coastal District Council headquarters
<b>MELTON STATION SEPTIC TANK / DRAIN ISSUE</b>	Liaise with NR to resolve drain overflow at passenger handicapped ramp	Septic tank installed; drainage problems eliminated
<b>ROVER TICKET</b>	East Suffolk Explorer: Discounted off peak rover ticket for both ESL lines – available to purchase through all mediums. Available every day or a specific day. Possible dual marketing opportunity with Wherry Rover and / or Anglia Plus.	Encouraging travel between towns and exploring the area. Discounted ticket will help with music trains as the current fare is considered prohibitive. Priced around £10 – could mirror Wherry Lines Rover (which could be raised in price) with child add on/group rate.

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<b>RAIL-BUS LINK FOLKEAST FESTIVAL</b>	Repeat sponsorship of link to/from Wickham Market Station to Glemham Hall.	Increased rail patronage, highlight route by rail removing vehicles from A12. More sustainable travel.
<b>PROMOTE DUTCH FLYER CONNECTION AND EXISTING ALL-IN-ONE TICKET</b>	Rectify lack of current publicity for this service on ESL, potential tie in with Stena Line / posters /Competitions etc.	International link via ESL promoted, higher profile for ESL, increased patronage.
<b>DEVELOP SIMPLE RANGE OF ESL MERCHANDISE AIMED AT PROMOTING THE ROUTES AND HOURLY SERVICE.</b>	<p>Obtain costs and potential suppliers for range.</p> <p>Purchase small portable stand, fully branded for use at events, stations, industry gatherings.</p> <p>Work with GA to maximise PR opportunities and potential business from new rolling stock delivery, new London services.</p>	<p>Increased awareness of brand and line, increased patronage.</p> <p>Stand to provide more professional approach to marketing</p> <p>Increased awareness and patronage. Tourism</p>
<b>COLOURING PACKS</b>	Simple colouring sheet featuring rail related images – plus small set of pencils (not felt tips or crayons). Packs made available to guards who can distribute to children on board any service. Linked to a competition via Facebook – upload photo to win monthly prize.	<p>Engage younger persons, promote line &amp; CRP through engagement and social media.</p> <p>Quieter journeys for other passengers.</p>
<b>LINE GUIDE AND STATION MAP POSTERS</b>	Poster at each station, print version to have mini line guide on reverse. Distribution via stations; wider circulation to outlets in surrounding areas.	Increased awareness of line, professional looking marketing materials. Improved visitor information. Boost local tourism and retail economy.
<b>WALKS / WALKS BOOKLET</b>	Redesign, digitise and print new version of current booklet. Promote additional guided walks, more information of walking routes at stations (possible map on foamex enabling walkers to photograph route). Waymark Felixstowe Line walks and additional walks to match those on the Ipswich – Lowestoft Route	<p>Continue to develop walks connected with East Suffolk Lines.</p> <p>Increased patronage, community engagement. Healthier population.</p> <p>Increased awareness of line, CRP. Boost local economy and tourism,</p>
<b>ARMED FORCES DAY</b>	Promote free rail travel to ex & current service personnel – promote events in Lowestoft and Felixstowe. Possible similar offer being explored for Remembrance Sunday and possible links with the 1914-18 Great War Anniversaries as appropriate.	<p>Greater community engagement. Possible extra paid patronage from accompanying family or friends.</p> <p>Potential benefit to local business from visitors.</p>

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<b>CARLTON MARSHES NATURE RESERVE AND BROADS NATIONAL PARK</b>	Work with Broads Authority and GA to incorporate Broads National Park signage at relevant ESL stations:Beccles and OBS. Encourage walkers to visit marshes from OBS. Possible special train / train tickets booked via GA site to special open events hosted by Suffolk Wildlife Trust.	Increased community engagement, increased patronage via ESL. Increased awareness of broads and Carlton Marshes as tourism assets. Opportunity to trial roll out of signage across area. Successfully encourage additional patronage via ESL from 65k SWT data base.
<b>STATION ADOPTION INTERACTION / LOWESTOFT ADOPTERS TEAM</b>	Appoint more adopters. Work with GA to ensure smooth running of adopter scheme. Actively support adopter coffee mornings. Involve adopters through events and CRP line groups.	Enhanced station environments, reduced vandalism, more community engagement.
<b>TIMETABLING AND UNUSED PATHS TO SIZEWELL 'A'</b>	Liaise with GA and NR to formulate a better timetable by removing unused paths to Sizewell A. Gain support from local authorities and parish councils	Clock Face (as close as possible) timetable eliminating long gaps in the hourly service in the morning and midday afternoon
<b>SIZEWELL 'C' CONSULTATION RESPONSE</b>	Provide input to EDF for its Stage 3 Consultation	Increased use of the rail network by EDF for freight movement to the proposed plant, via north and south, via new loops: primary in the vicinity of Wickham Mkt, secondary between Beccles and Oulton Broad South. Enable more robust services, increased parking facilities, Use of Port of Lowestoft and associated sidings
<b>LEVEL CROSSINGS &amp; JOURNEY TIMES</b>	Produce evidence in support of faster journey times	Increased line speeds and safer level crossings which provide for a 75 minute total journey time Ipswich to Lowestoft
<b>FIRST BUS 64 RE-TIMED TO MEET RAIL SERVICES AT SAXMUNDHAM, BUS THROUGH TICKETING ALDEBURGH</b>	Liaise with First Bus and Greater Anglia	Re-timed bus stopping patterns at Saxmundham with through rail-bus ticket Saxmundham - Aldeburgh
<b>BUS THROUGH TICKETING BECCLES STATION TO BUNGAY</b>	Liaise with bus companies, local authorities, other transport providers, tourist attractions and events.	Improved or new connecting services

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<b>RURAL BUSES AND PLUS BUS</b>	Promote plus-bus, bus links to Southwold from Halesworth station. Promote new county sponsored Orford – Framlingham service running via Wickham Market Station from 3rd July.	Increased awareness of add on tickets such as plus bus, improved onward connectivity. Additional patronage via improvements and through ticketing.