

## Marshlink line Action Plan

2009

Actions have been highlighted in order to suggest priority:

Red = High Priority, Yellow = Medium Priority, Green = Low Priority.

Action	Objective	Outcome	Due Date	Status	Monitoring/ Comments
Work with station manager, staff and local communities to identify and improve station facilities, sites and local transport links	To make service and stations more attractive environments for users.	Increased passenger numbers, Increased satisfaction of passengers Increased tourism, Integrated services Increase use of existing resources. 5,7,8,9c,14	On going	Current	Station audit at beginning of year and at end  Use of Passenger Focus local route data  Any comments received
To up grade facilities at Ore station including new shelters & CIS installed	To improve station and encourage more use and future redevelopment	Station is used more and more appealing Funding for redevelopment is attracted 1,7,8,9c,11	Sept 09	SM to update	Station audit with photos.  Station usage numbers from RO site
Work with local communities   Winchelsea	To update artwork displayed at station and to carry out an event to	To increase involvement of local community with station	May 09		

	celebrate adoption.  To secure a sign to direct passengers to the village	Aid in development of local economy by encouraging visitors  3,8,9,13,14	Sept 09		
<b>Fund &amp; produce 2009 edition of lineguide</b>	To secure funding  To update and revise information	To encourage use of the line for leisure and tourism	Mar 09	Completed	Monitor funders & changes in content
<b>Distribute Line Guides, Timetables and information as widely as possible</b>	To promote Marshlink line	Increase use  Increase use for tourism  Increased awareness of line and route  Increased understanding  7,9c,14	End 09	Ongoing	Monitor number distributed and locations
<b>Update, improve and regularly change webpage</b>	To promote Marshlink Line and Sussex CRP to wider audience	A regularly changing and informative webpage  Increased hits as people return to check updates	3 monthly	Ongoing	Record Hits, Visitors and Downloads – monitoring currently not possible
<b>Promote station adoptions: Three Oaks Hamstreet?</b>	To engage local community in station	Create strong local group  Enhance and protect station  1,8,14	July 09	Appledore station work started. Group to complete.  Three Oaks being	Station audit  Record groups thoughts

				completed.	
Safety & use of the railway training programme for school children and young people. This will include securing funding & writing the programme	To promote safe and effective use of railway services by children and young people	Children & young people know how to use and be around railway safely  Are empowered to use public transport  9a,9b,9c,11	Summer 09	Pilot project competed with Rye Primary 93 children completed project. Funding needed to continue.	No of schools  No of children
Working with 3 <sup>rd</sup> parties in as many ways possible to promote train travel to young people and children.	To promote safe and effective use of railway services by children and young people	Children & young people know how to use and be around railway safely  Are empowered to use public transport  Increase opportunities for training and work	Ongoing	Start Dec 08	No of schools  No children, young people and projects.
Produce a newsletter twice a year (minimum).  Newsletter is available on websites  Newsletter is sent to all contacts	To inform and communicate with local communities along the line	Encourage greater use of line  Encourage community involvement  Communicate with local communities  1,8	Quarterly	Joint newsletter with Southern. 2 produced so far  No:	Record Number produced, where stocked and number left over.

<p>All possible marketing opportunities to be explored such as press releases, inclusion in tourism literature, such as Scenic Britain, Visit Sussex and Rural Ways</p>	<p>To promote line and increase off peak usage</p>	<p>More people from a wider social, economic and geographical demographic use the Marshlink line for leisure purposes</p> <p>1,7,9a,9b,9c,10,11,12,13,14</p>	<p>Sept 09</p>	<p>Ongoing</p> <p>Scenic Britain 09 funding &amp; update completed.</p> <p>Ruralways website used for events</p> <p>Press Releases before and after Balloon Train.</p> <p>Trains Times articles.</p>	<p>Record no of further enquiries</p> <p>Record take up of 2 for 1 offers from lineguide</p> <p>Record Comments from public</p> <p>Review and record mentions in local tourism literature.</p>
<p>Represent Marshlink line at Community Rail events</p>	<p>To promote line to a wider geographic demographic</p>	<p>Widen area of promotion</p> <p>Diversity of Sussex Community Rail Partnership demonstrated</p> <p>3</p>	<p>May 09</p>	<p>CR Month event achieved.</p>	<p>No of Lineguides distributed</p>
<p>Promote new uses of empty station buildings: i.e. Appledore Ham Street</p>	<p>To provide community with resource</p> <p>To make stations more appealing &amp; secure</p>	<p>Stations buildings protected and in use</p> <p>Provide community with service/ location needed</p> <p>Sense of security</p> <p>Increase footfall</p> <p>Practical use of existing</p>	<p>Sept 09</p>	<p>Ongoing</p> <p>Continue to support Appledore project</p>	<p>Station audits</p> <p>Community response</p>

		resource 1,2,4,5,7			
Organise conducted walks from Marshlink stations.	To promote line, CRP and rail travel	Increase in passenger numbers off peak Increase profile of SCRCP Better understanding of rail travel  Promotion of health lifestyles and access to countryside  7,9c,14	2 walk by end June 09	2 walks completed 12 attended Hamstreet 9 attended Hastings	No of walkers & no attending by train
Working with the local communities, Passenger Focus and the DfT to gain changes in services which meet a proven need.	Help match services to local needs.	Increase use of services Increase use of certain stations Meet the community's needs  7,9a,9b,9c	Sept 09	Ongoing  Meetings with all 4 bidders completed.	Record detail of franchise  Comments made  Keep record of need – local developments, census data and comments from parish, district, county councils and members of the public
Working with local groups: Rye Town Partnership Winchelsea	To promote CRP, Marshlink  To engage with wider variety of	Increase profile of SCRCP Increase profile of Marshlink Increase use of Marshlink Assist in furthering others	Ongoing		Record no of groups  Record affect – where we are able to

Adoption Group MLAG	organisations	aims where suitable 1,3,4,5,6,8,9a,9b,9c,12,13			help them.
To continue to provide support to other Sussex CRP Lines and share best practice	To share ideas  To provide assistance	Prevent duplication  Learn from best practice  5,11	Ongoing	Current	
Continue 'cross border' co-operation with Kent CRP	Share ideas  Retain involvement in routes that cross county boundary	Prevent duplication  Learn from best practice  Extend effectiveness  3,5,11	Ongoing	Current	
To update Poster information	To provide new information, to update that which is out of date and to rebrand depending on the Franchise process	To provide important information to customers to increased usage of the line	Sept 09	Data collection to begin June 09	
Encourage integrated transport connections:  Ashford Work to improve connection times with main services out of Ashford	To improve journeys for passengers	Better connection in services  Increase appeal of services  Increase easy of travel  3,5,7,9a,9b,9c	Sept 09?	Current  Progress Made with Southern adjusting timings in Dec 09 to improve connections	

Monitor the success of projects and our work	To record progress made by projects and actions	To provide proof of need To provide proof of success To record details of projects 2,4,10,11	End 08	Current	See comments for each action.
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Key To Priorities & Targets from Regional Economic Strategy (SEEDA) 2006-2016

- 1 – Increase social inclusion and make the most of skills of SE residents
- 2 – Making economic case for green infrastructure
- 3 – Connecting all parts of the region whilst managing transport demand
- 4 – Encouraging sustainable business practices
- 5 – Raising productivity through smart use of technology/knowledge and skills
- 6 – Efficient use of resources and carbon plans
- 7 – Stimulating behavior change and reducing carbon footprint of SE
- 8 – Developing vibrant communities with high economic output and quality of life
- 9a – Reducing road congestion
- 9b – Improve choice and promote public transport
- 9c - Stimulating model shift
- 10 – Increase employment opportunities
- 11 – Increase local skills and use effectively
- 12 – Make the most of existing infrastructure & Reduce ecological footprint of SE
- 13 – Reduce Co2 emissions
- 14 – Increase accessibility of green spaces

