

Route Prospectus

For the Lakes Line

The line between Oxenholme and Windermere is one of the routes listed in the Department for Transport Community Rail Development Strategy as having potential for designation as a community rail route. This document sets out ideas for development of the line subsequent to the proposed formal designation during 2007.

The designation covers the line and service from Oxenholme to Windermere giving more freedom to the operator and the community in running the infrastructure, service and the stations.

The key measures of success will be:

- The contribution of Community Rail Development in achieving locally set objectives.
- Enabling local rail to play a larger role in the economic and social regeneration of the area.
- Reducing the call on taxpayers' funds for the service.
- Establishing the effectiveness of different methods for reducing the net financial loss of Community Rail lines by increasing revenue and reducing costs where practicable.

This prospectus has been discussed and agreed with the Lakes Line CRP which consists of Lake District National Park, South Lakes Development Trust, Cumbria County Council, TransPennine Express, Friends of the Lake District and Windermere Lake Cruises.

Designation of the service between Oxenholme and Windermere will assist in the following tasks:

- Investigation of travel markets and needs (local and longer distance), and costs (operational and capital) in order to devise and implement service patterns and a main line connectional policy which meet their respective needs.
- Exploration and, if appropriate, implementation of opportunities for alternative fares structures to ensure that the line revenue is optimised whilst ensuring fares assist with social inclusion objectives.
- Looking for innovative ticketing and marketing schemes with the aim of making it easier to buy tickets away from staffed stations, effective collection of revenue and higher service awareness and take-up by the local population.
- Working with local councils and other transport providers to develop integrated transport initiatives to improve accessibility to the area.
- Exploration of the potential for involvement in schemes to enhance sustainable access to the Lake District National Park.
- Encouraging social and community enterprise initiatives at or around railway stations along the line.

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- Working with the local community and partners to improve accessibility of approaches to stations, and to enhance access, facilities and security within station premises e.g improvements to lighting at Burneside, and signage and town centre information in Kendal.

It is intended to build on the work already undertaken on the route by the Community Rail Partnership, First TransPennine Express and other local stakeholders in developing this service.

Designation of the line between Oxenholme and Windermere also includes the following stations:

- Staveley
- Burneside
- Kendal

Designation is intended to be a permanent arrangement, but it can be reviewed periodically to assess whether the designation is still appropriate.

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