



COMMUNITY RAIL DEVELOPMENT
DESIGNATED LINE ACTION PLAN

THE ESK VALLEY RAILWAY DEVELOPMENT COMPANY

Community Rail Partnership

**The Coliseum
Victoria Place
Whitby
North Yorkshire
YO21 1EZ**

Tel: 01947 829802

Email: angie@eskvalleyrailway.co.uk

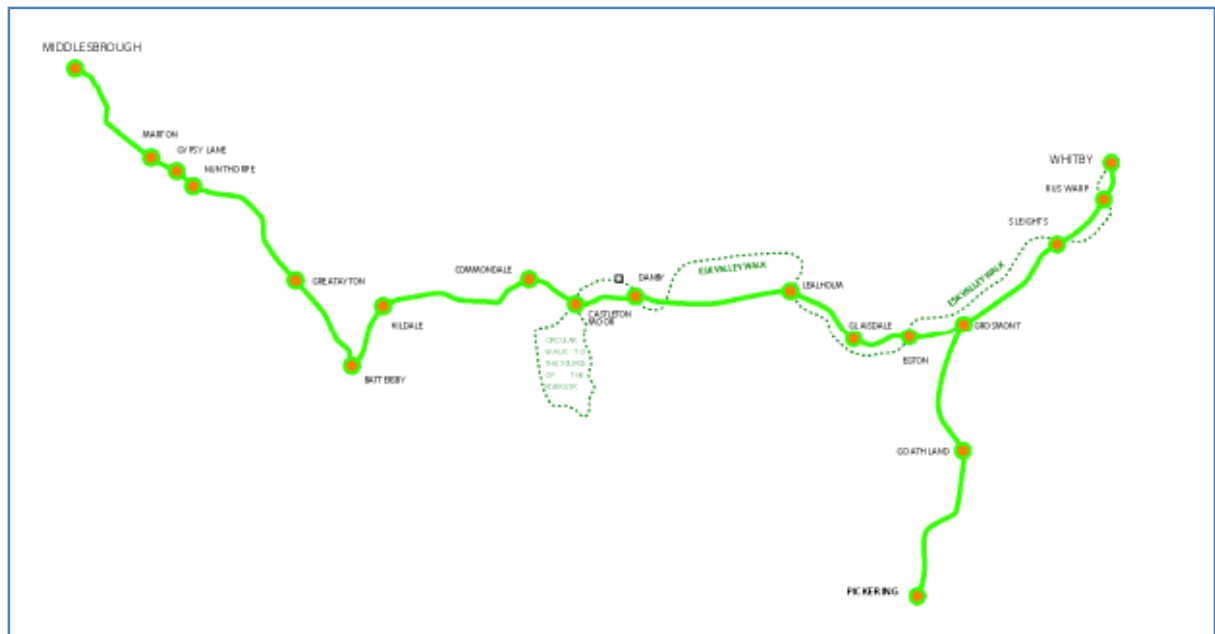
Compiled by:
Angela Thirkill
Development Manager for EVRDC

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Geographical location of Esk Valley Railway Route: Middlesbrough to Whitby



SECTION I**Context****Mission Statement**

To ensure the viability and vitality of the Middlesbrough to Whitby railway as a sustainable means of public transport to the benefit of residents and visitors to the Esk Valley

Funders

North Yorkshire County Council
Northern Rail
A Private Contract with Nexus has been secured
National Express East Coast

Staff

Development Manager	Angela Thirkill - full time
Development Assistant	
Job share / flexi-time	Trevor Goodall –part time 6 hours a week Dawn Swift – part-time 17 ½ hours per week

Volunteers

Whitby Station Group
Egton Station Group
Station adoptees Level 1 & 2

EVRDC Members of the Management Committee

Northern Rail	Matt Beeston, <i>Area Director North</i> Paul Salveson, <i>Head of Government and Community Strategies</i> Kathryn O'Brien, <i>Client & Stakeholder Manager</i>
North Yorkshire County Council	Andrew Easson - <i>EVRDC Chair, Policy Support Officer (Rail), Integrated Passenger Transport</i>
Association of Community Rail Partners	Neil Buxton, - <i>EVRDC Secretary, General Manager</i>
Tees Valley Joint Strategy Unit	Steve Payne, <i>Team Leader - Transport Strategy</i>
North Yorkshire Moors Railway	Philip Benham, <i>General Manager</i>
Network Rail	Neil Barthorpe, <i>Account Director Community Rail</i>
Independent Directors	Alan Williams

	Maurice Hatton
Treasurer	David Waddington
North York Moors National Park	Barry Hearsey, <i>Planning Policy</i>
Whitby Town Council	Cllr Sue Boyce
Scarborough Borough Council	Cllr Godfrey Allanson

Local Authorities

Parish Councils	Danby, Ingleby Greenhow, Egton, Glaisdale, Grosmont, Great Ayton, Kildale, Nunthorpe, Eskdaleside-cum-Ugglebarnby
Town Councils	Whitby Town Council
Borough Councils	Scarborough Borough Council Middlesbrough Council Hambleton Council Redcar and Cleveland Council

North York Moors National Park Authority

Tees Valley Joint Strategy Unit

North Yorkshire County Council

Regional Authorities

Yorkshire Forward

One North East

Government Office Yorkshire and Humber

Community Affiliation

Business community	Whitby and District Tourism Association
Voluntary Sector	Youth Hostel Association - Whitby Whitby Area Community Development Trust

The Organisation

Esk Valley Railway Development Company is a not-for-profit company, limited by guarantee. It is a Community Rail Partnership formed in order to address the specific needs of the rural branch line, the Esk Valley Railway, the Middlesbrough to Whitby line. It is owned by Network Rail and operated by Northern Rail.

It was formed in March 2003 and was designated as a Pilot Project in 2005 by the Strategic Rail Authority (now the Department for Transport).

History of the Organisation

Esk Valley Rail Partnership was set up 1995-1998 to re-engage the community with their railway, but funding for the partnership and it folded in 1998.

Following a hiatus of several years, funding was then obtained from the Countryside Agency and Yorkshire Forward for setting up the present company, EVRDC, from 2003 to 2005.

From 2005, the Esk Valley Railway Development Company has secured funding on a year-to-year basis.

Funding

Esk Valley Railway is largely funded on an annual basis by two key stakeholders, Northern Rail and North Yorkshire County Council, although several smaller irregular contributions have been received from other organisations.

A private contract has also been secured for the regular auditing of station facilities along the line. Because the funding is awarded on a yearly basis, it is by no means secure in its tenure.

Demonstrating the Need for the EVRDC Community Rail Partnership

The Esk Valley service was spared the Beeching axe in 1965, when both the Whitby to Scarborough and the Whitby to Malton services were terminated.

The line survived for three reasons. It carried the most passengers, it had the most potential for freight (a new potash mine was being considered) and it carried the greatest number of school children into Whitby for their secondary school education.

Sadly, all good things come to an end, following declining passenger numbers due to lack of investment generally in railways and modal shift to cars and air travel. The service, with effect from 1st October 1990, reverted back to four trains a day each way.

The biggest loss of passengers came in the mid 1980s with the introduction of the Pacer trains. These 'political', cheaply built, non bogie trains were supposed to replace the ever faithful but ageing first generation Diesel Multiple Units. However, they were mass produced off the drawing board, and after a few months, many minor and some serious mechanical defects laid up a vast proportion of the fleet. Old units were literally dug out of the scrap yard to keep a sort of service going, but the number of cancelled trains, especially the 06.45 Whitby to Middlesbrough and return evening services lost passengers 'en bloc' who never returned.

After a decade in the doldrums during the 1990s, things are beginning to improve. Community Rail Partnerships have been set up with the remit to promote rural branch lines to the community within which they serve. The Esk Valley Railway was chosen as one of six diverse Pilot Projects by the Strategic Rail Authority in July 2005 to highlight the role that the line plays in social, economic and environmental issues unique to such remote rural and coastal areas. Lessons learnt can then be applied to other remote rural tourism destinations.

EVRDC Aims and Objectives

EVRDC's remit is to increase ridership and net revenue, manage costs down, to increase involvement with the community, to address social and economic regeneration and to highlight the benefits of rail travel for the environment by:

- Providing a bridge between the community and the rail industry responsible for delivering the service along the Esk Valley from Whitby to Middlesbrough.
- Providing information on the service in a format that is understandable, accessible and up to date.
- Promoting the service to as wide a client–base as possible, identifying new markets
- Helping to deliver as cost effective a maintenance platform as possible, utilising the enthusiasm and ownership of volunteers

Premises

The Esk Valley Railway Development Company is based at the Coliseum in the centre of Whitby Town, one minutes' walk from the railway station.

The office is easily accessible to the general public and local community. It is administered by Network, a community based registered charity, which lets out office space to other community organisations. It is accessed from Station Square, next to the Bus Station as well as the Rail Station.

Train tickets are purchased from the ticket office (Unit 3) in the rail station. It is run by North Yorkshire Moors Railway, which has a franchise with Northern Rail to sell EVR and national rail tickets as well as its own steam service tickets.

The Coliseum displays a selection of local transport timetables for the convenience of enquirers in the reception area but direct them to the ticket office for the purchase of steam and diesel rail tickets, railcards and season tickets.

Legal Status

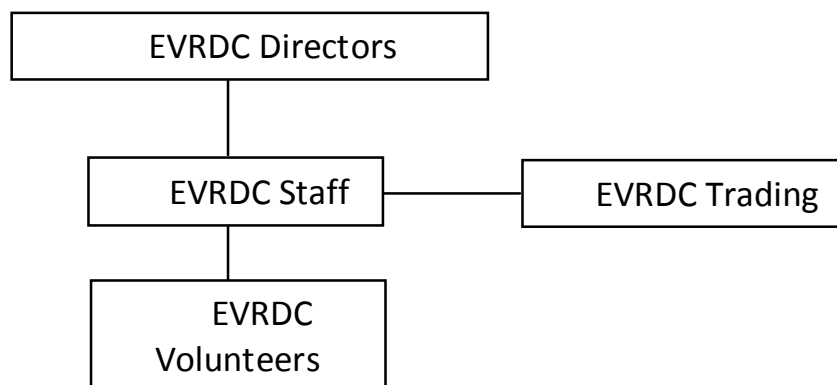
The Esk Valley Railway Development Company was set up in 2003 as a Not-for-Profit company, limited by guarantee.

There are eight directors, two of whom are independent.

Esk Valley Railway is largely funded on an annual basis by two key stakeholders, Northern Rail and North Yorkshire County Council, although several smaller irregular contributions have been received from other organisations. A private contract has also been secured for the regular auditing of station facilities along the line.

The Esk Valley Railway itself was one of the first six designated as a Community Rail Pilot project in July 2005.

Organisational Structure



Geographical Area of Focus

Historically, the EVR was built in response to the development of industry in and around the Esk Valley during the 19th century. Ironstone and potash mining transportation needs provided a lucrative industry for the railway. Although many of these mines have ceased production, the remains of these industries have created a rural scenic landscape enjoyed today by a thriving tourism economy that has now replaced industry as a major economy driver of the area.

Demand for passenger services developed as the popularity of Whitby as a place to visit increased, following its emergence as a tourism destination in the mid 1800s with the arrival of the railway into the heart of the town.

Today's Route

The railway, together with the North York Moors National Park Authority seasonal Moorsbus service, provides a lifeline for those members of the community who do not have access to a private vehicle. Public transport is therefore vital to the life of the remote rural communities along the line as a means of access to their nearest service centres. Rail has the advantage of transporting visitors through the national park without creating traffic congestion along roads designed for resident traffic only.

Whitby has a resident population of 14,090 and its major economy is based on tourism, due to its rich built heritage, both historical and ecclesiastical, and an outstanding natural environment. Recent visitor figures have not been published but an independent traffic survey report drawn up by Whitby Beacon Town Forum; using North Yorkshire County Council traffic data confirms that there are in excess of 2 million visitor days a year. The number of coaches arriving in Whitby 2005/6 amounted to 5,830. This does not include figures for rail travel, currently unavailable to publish in this document, but this is under review.

Due to its compact, highly urban nature, Middlesbrough (population 138,700) has very different market characteristics to the rural part of the line and deserves to be considered in its own right. It is located at the centre of the Tees Valley conurbation which has a population of around 657,000 centred around the River Tees. Middlesbrough contains around 58,600 households and is the most densely populated borough in the region. It has 23 wards, of which 13 are amongst the most deprived 10% in England. Overall Middlesbrough ranks as the ninth most deprived community out of 354 districts in England. Middlesbrough's economic heritage and prosperity was built on the heavy industries of iron, steel, shipbuilding and chemicals but massive industrial restructuring in the area has changed the face of the town's economy and left a legacy of high unemployment and associated deprivation. As a result, 41% of people living in Middlesbrough do not own a car (source ONS) and therefore rely heavily on public transport for a wide range of journey purposes, including accessing the countryside. Car ownership levels are also relatively low across the Tees Valley, when compared to national averages. However things are changing and the Tees Valley has now embarked on a major programme of economic regeneration as outlined in the City Region Investment Plan. Middlesbrough has a key role to play because in its location at the centre of the Tees Valley, it is the acknowledged sub-regional capital with high levels of community identity and growing community confidence with a thriving town centre which is the main retail centre for the area and a successful, expanding university. The recently opened Middlesbrough Institute of Modern Art (MIMA), together with the redesigned Square, has given a new heart to the town and provided an ideal venue for a series of high profile events in the year since it was opened for business. There are also extensive waterfront sites already being developed such as Middlehaven, close to Middlesbrough rail station.

Route Context

The 35 mile route links the urban conurbation of Middlesbrough with the coastal resort of Whitby. It passes through the environmentally sensitive North York Moors National Park, serving remote rural village halts, before arriving at the tourism destination of Whitby.

Current Services

Northern Rail operates services on the branch with 156 Sprinter units. 142 Pacers are used on bank holidays to strengthen the unit to four cars. The service is three hourly all year round Monday to Saturday of four services per day.

On a Monday to Friday, the first service leaves Whitby at 0852, arriving at Middlesbrough at 1018. The last service leaves Whitby at 1915, arriving at Middlesbrough at 20.39. There are no connections for Newcastle and Darlington.

On Monday to Friday the first service leaves Middlesbrough at 0708 and arrives at Whitby 0841 (school train). The last service leaves Middlesbrough at 1740 and arrives at Whitby 1907. On Saturdays, two of the four services leave a few minutes earlier.

On Sundays in high season there are five services per day and none at all for the rest of the year.

An extra service operates on Summer Fridays during the school holidays, leaving Middlesbrough at 2044, arriving at Whitby at 2208. (last bus connection to Scarborough). It then leaves Whitby at 2225 and arrives at Middlesbrough at 2349.

Middlesbrough and Whitby are the only manned stations along the route.

North Yorkshire Moors Railway, a private train operating company, operates a heritage service predominantly with steam traction. Three services operate between Pickering, via Grosmont and Whitby, on most days during the summer and on Sundays when Northern Rail do not run any services. This is the first time a heritage railway has been granted open access on the national network.

Current Usage

Lennon Data – Journeys wholly within the line

Period 9 (Weeks 46-49) 2006/07	Period 9 (Weeks 46-49) 2007/08	Period 9 (Weeks 46-49) 2008/09
10548	11498	15352

Source: Northern Rail kindly supplied the above data to the EVRDC for the purposes of monitoring rail services across the Esk Valley Railway from Middlesbrough to Whitby. The above figures refer to *Northern Rail services only*. See table below for *NYMR's patronage figures for 2008*.

A quick analysis of comparative data from the most recent period available shows an encouraging upward trend in patronage in the last two years. This data includes Middlesbrough journeys wholly within the line. Passenger footfall at Middlesbrough rose by 16% from 1,121,506 in 2004/05 to 1,302,702 in 2007/08.

The above data does not allow for revenue leakage on 'full and standing' services during holidays and weekends.

Passenger tickets from/ to Whitby by NYMR heritage rail services during 2008

Pickering	Grosmont	Goathland	Levisham	Whitby	Total
57363	4670	2546	994	19,737	85,310

Sample surveys by volunteers travelling the line indicate that patronage consists of mainly visitors to the area from Southern Counties, North East and West Yorkshire, together with

visitors from abroad. An increasing number are taking advantage of rail travel to avoid congestion and parking problems in Whitby. Visiting family is another group identified by EVRDC. Shoppers, hospital appointments for residents and school children travelling to secondary school in Whitby complete the market segments identified. The weather is the greatest deciding factor for visitors. The high season commences in Whitby with Easter weekend and finishes at the end of October. There is still however a healthy 'shoulder season' throughout the rest of the year.

Commuting by rail into Middlesbrough is growing steadily, as indicated by the uptake on residents' railcards and the Lennon data, following the enhanced services from Nunthorpe.

There is some evidence of commuting to and from Whitby, mainly from the Esk Valley and back to the oil rigs in Aberdeen, but the timing of the trains generally curtails the idea of commuting at the southern end of the line.

On those Sundays when Northern do not run a service NYMR run steam services through from Pickering. NYMR services carried 49K passengers on EVL services between Grosmont and Whitby in 2007.

Northern provides EVRDC with Lennon Data in order to undertake detailed analysis to inform and influence EVR's objectives, to monitor performance and to better understand how the different markets are operating.

The following market segments have been identified by EVRDC through the analysis of passenger travel patterns:

Middlesbrough to Whitby

Mon – Fri	0708	1038	1416	1740
	90% pupils 10% visitors	80% visitors, 20% residents	48% visitors 24% visiting family 20% shopping 8% business	75% visitors 25% shoppers
Saturday	0706	1038	1412	1738
	50% visitors 30% residents 11%visiting family 9% business	86% visitors 14% residents	48% visitors 30% shopping 14%visiting family 8% business	75% visitors 25% shoppers

Whitby to Middlesbrough

Mon – Fri	0852	1241	1605	1915
	45% visitors 30% shoppers 17% visit family 8% business	66% visitors 25%visiting family 9% business	90% pupils 10% visitors	66% visitors 25% residents 9% business
Saturday	0845	1241	1550	1915
	47% residents 28% visitors 15%visiting family 10% business	65% shoppers 20%visiting family 15% hospital	78% visitors 20%visiting family	66% visitors 25% residents 9% business

N.B. All NYMR passengers under this segmentation can be classified as visitors.

Current Capacity

The line has been rationalised to single track with passing loops at Nunthorpe, Glaisdale and Battersby Junction. One Northern Rail unit runs up and down the line, taking an hour and twenty minutes to complete each journey between Middlesbrough and Whitby.

It is, consequently, a very reliable service. NYMR steam services take up the remaining paths.

Current Infrastructure Capacity

The maximum line speed varies along the route but it generally remains at 30 mph. Platform lengths on the branch are varied. Two rural halts are very short, particularly Kildale.

Signalling is controlled at Nunthorpe and a token system is used. Token machines are situated at Whitby, Grosmont, Glaisdale and Battersby. Network Rail carried out signalling upgrades at Grosmont in 2007. Further minor modifications to signaling at Grosmont are being planned for 2009 for improvements to the timetable (NYMR).

Activities and Achievements to Date

- Successful campaign to complete new track into Whitby Station to enable loco-hauled trains to access Whitby – February 2005
- Support of NYMR steam service to Whitby - commenced 5 March 2005 with pilot services 2005 & 2006. Scheduled services in 2007, 2008. EVRDC office made available to NYMR for two years to help promote their service until their dedicated ticket office opened in 2008.
- Music Train season maintained since 2004. Now an established service
- Whitby Station Group set up in January 2007 – 8 members
- Friends of Egton Station – set up in February 2008 – ten active members
- All stations along the Esk Valley line have Level 1 station adoptees
- 428 Esk Valley Railcard members, 320% since EVRDC took on the administration and promotion
- Newsletter launched in Spring 2008
- Distribution of Northern Rail service timetable continues to expand. Full cover of halts from Whitby to Great Ayton. Partial cover from Battersby to Marton. Sutton Bank and York included with Scarborough. Guisborough to be sourced as yet
- Esk Valley Railway Rolling Stock Investment Feasibility Study 23 March 2004
- Whitby Railway Station Development Feasibility Study March 2005 in partnership with Gateway Stations programme: helping to revitalise market towns
- Whitby Station Building Survey Report February 2005
- Esk Valley Railway Marketing Analysis commissioned September 2005
- Strengthened services on Bank Holidays provided by Northern Rail
- Reduced fares package introduced September 2006
- Scenic Line guide launched in 2007, Heritage Places to Visit promotional leaflet produced in 2008, being updated for 2009
- Spirit of the 40s Weekend in partnership with Whitby and District Tourism Association
- Members from Scarborough Borough Council and Whitby Town Council invited onto the board in 2007
- Esk Valley Railway included in the Local Development Frameworks and Regional Spatial Strategies, Y&H.
- Enhanced commuter service from Nunthorpe to Middlesbrough- increased to 12 each way – December 2008
- Timetable Enhancement Study – commenced December 2008. Completion / findings due April 2009
- Whitby station refurbishment – Jan 2009 to May 2009

- Website currently undergoing redesign for usability and accessibility
- Community Noticeboards replaced / repaired along the line'
- Standardisation of Monday – Saturday timetable – Dec 2009
- EVRDC access to Lennon Data

SWOT Analysis

STRENGTHS

1. The scenic aspect of this line is a strong selling point. This is scenery at its best right through to the outskirts of Middlesbrough
2. The line connects remote rural communities with the nearest service centres. School train service ensures revenue flow throughout the school year. Currently 120 pupils use the service.
3. Whitby - a 'honey-pot' tourism destination – with a rich and varied heritage and tradition – a perfect marketing tool as it virtually 'sells itself'. It has its own unique brand, its 'essence' recognised the world over.
4. Middlesbrough provides the area with the modern cultural aspects and service centre needs for access to shopping, further education and health. It is proud of its success at identifying and meeting its economical challenges and is optimistic for the future.
5. Excellent commuter service from Nunthorpe to Middlesbrough following recent timetable enhancements.
6. Protection of the environment, passing as it does through sensitive sites of natural beauty – national park
7. Middlesbrough station and Whitby Station are both ideally situated in the heart of the commercial centres they serve.
8. Accessibility for all at 99% of stations along the line. Egton remains difficult to access.
9. Track infrastructure has been part of a rolling programme of upgrades by Network Rail from 2005 – 2010. Continuous welded rail (CWR) along approximately 70% of the line. Rolling programme of under bridge/over bridge renovation / replacement e.g. Grosmont
10. Rolling stock of 156 Sprinters have replaced 142 Pacers, ensuring a smoother ride
11. Station adoptees at every station
12. Station houses are all privately owned – vested interest by community in the well-being of the line and the station environs.
13. Steam train service Pickering to Whitby is now established. Helps to raise the profile of the line by bringing more passengers into Whitby over the route from Grosmont, increasing line usage by 49k approximately.

WEAKNESSES

1. Another 50 school children come from Castleton via a coach because of capacity issues on the train. This creates fragmentation of a close-knit valley community
2. 73% of Esk Valley residents in Danby Parish travel by car / van, 10% by train and 2% by bus. According to a survey, the greatest difficulty for residents are the ungritted roads, whilst the second greatest difficulty is the timing of the train and bus services, with 30% finding these inconvenient.
'The main problem appears to be with inconvenient timings during shopping hours and also the lack of commuter services in the early morning and evening'
(The Danby Parish Plan & Grosmont Parish Plan)
3. The line taken as a whole is diverse. At the most northern point lies the town of Middlesbrough and the Tees Valley conurbation as well as the vital links with the national rail network. There is a remote, rural section along the route of small village communities. At the southernmost end is a hugely popular tourism destination with in excess of 2 million visitor days per year. The indigenous population stands at around 14,090. (2001 census figures), excluding Middlesbrough. These diversities must be taken into account when assessing the needs of the communities ranging from urban and remoter rural to coastal deprivation issues.

4. This very diversity leads to competing demands from different markets along the line which cannot be fully met due to current timetable constraints.
5. A rationalised four services each way from Middlesbrough to Whitby all year round are insufficient for the tourism market during peak times of travel. *'The season for Whitby is now realistically all-year-round'* (Whitby and District Tourism Association).
6. Steam services run Mondays through to Saturdays in the high season. There are three return services provided for 2008. For enhancement, there needs to be a run-round / another platform road within the station to enable both services to access the station at the same time.
7. Sunday service only from May 20 – September 5. No longer in line with the successful tourism season in Whitby – realistically from April (or when Easter falls) to October (steam operates April to October).
8. Rationalised infrastructure limits further development of the service.

OPPORTUNITIES

1. Whitby and district rely on the James Cook University Hospital at Middlesbrough as the nearest service centre for health. Due to the speciality care services it provides JCUH's catchment covers large parts of the North East, North Yorkshire and even extends into Cumbria. It currently employs over 5,500 staff and provides more than 1,000 hospital beds. Levels of traffic congestion along the strategic transport corridor in which JCUH is situated are not sustainable in the long term. The railway runs directly adjacent to the hospital site and the enhanced service frequencies between Middlesbrough and Nunthorpe now offer the real potential for a rail halt to serve the site in the short-term. Existing through services could also provide less frequent access for residents of Whitby and the Esk Valley. The concept of the new rail halt is being pursued by Middlesbrough Council at present, although potential funding is still to be secured. In the longer term the proposed Tees Valley Metro scheme could provide much improved accessibility to the hospital and potentially further along the Esk Valley Line.
N.B. Local doctors' surgeries are now asking patients which hospital facility they would prefer to be referred to. Residents in the Esk Valley and Whitby would welcome the initiative for building a station halt serving the James Cook University Hospital.
2. Middlehaven is a landmark mixed use regeneration site immediately north east of Middlesbrough railway station. One of the first occupants of the site will be a new state of the art purpose built £68m college which opens in September 2008 for up to 20,000 full and part-time students and 700 staff. The new Middlesbrough College is the amalgamation of 4 existing colleges on one site. Students and staff would be encouraged to use rail transport if the service was enhanced to accommodate curriculum hours. This is an opportunity to enhance the accessibility to further education for not only Middlesbrough, but the remote Esk Valley villages and Whitby and District.
3. Target the 41% of non-car owners in Middlesbrough
4. Emerging Station Travel Plan – Middlesbrough has successfully bid for this.
5. Marketing and promotion opportunities at Middlesbrough Station in partnership with Transpennine, Northern and Middlesbrough Council
6. A more robust service would energise the drive for social and economic regeneration within the North East. Access to nature, high on the social agenda, from urban conurbations like Middlesbrough to the North York Moors National Park need to be addressed. Public transport is the only sustainable way of moving large numbers of people through environmentally sensitive areas.
7. Traffic and parking in Whitby is reaching critical levels.
North Yorkshire County Council application for a Park and Ride scheme has been approved. The Whitby P&R will provide over 400 parking spaces, completion date - summer 2010. This will ameliorate some of the congestion, however a more robust rail service would still help to address congestion and allow town traffic to flow more freely.
'Traffic is often at gridlock in Whitby from Easter through to October – this must have implications for buses and hinder the ease of their movement through town'

Whitby Market Town Initiative - Healthcheck Report

'Urgent improvements to public transport are required to protect, enhance and sustain existing tourism economy in Whitby'.

'Need to raise aspirations of young people and ensure all young people can access training and work, especially in rural areas. The availability and cost of transport is a key barrier'.

'Prosperous Communities' published by Scarborough Borough Council 2007)

8. There is an opportunity for utilising the Whitby Station platform area for an outdoor local produce market

'There should be more promotion and marketing of local produce and more provision of street markets' (SBC 'Prosperous Communities' 2007).

9. There is an opportunity for integrating bus and rail transport through the North York Moors National Park Authority's review of the Moorsbus service.
10. Freight opportunities for transporting bio-mass from Dalby Forest to Wilton by rail and a return journey transporting coal to NYMR at Grosmont for the steam services.
11. Partnership with other government stakeholders
12. Late night Thursday evening shopper from Middlesbrough to boost ridership.

THREATS

1. Whitby should not be viewed as the 'end of the line' - seasonal work and the geographical isolation of Whitby are the main issues for residents and could be combated with better public transport facilities, thus leading to economic regeneration.
2. Middlesbrough is reinventing itself – the rail must not miss the opportunity to become involved in this renaissance for its economy.
3. Environmental, social and economic drivers need to include rail in the planning stages, rather than be included as an afterthought as is generally the case.
4. Steam service passenger counts need to be included in the revenue data, namely the numbers using the Esk Valley Grosmont to Whitby connections when included in an NYMR all-line ticket.
5. All available paths have been utilised. Charter trains cannot obtain paths easily except in winter. Track and signalling constraints at Whitby hinder both such business and expansion of the NYMR heritage services. Infrastructure improvements to avoid stagnation are vital.
6. School train constrains the rest of the service. Unruly behaviour can discourage passengers from travelling on the school train services

Strategy

The following proposals for the strengthening / enhancement of existing services are being investigated in early 2009 by an appointed consultant. The study has been match funded by the Department for Transport and Network Rail, in partnership with the Association of Community Rail Partnerships. Northern Rail has also generously contributed to the Study fund. Transport Regeneration will undertake a study to assess the viability of these community aspirations. It will be completed by May 2009. Where identified, opportunities will then inform a robust business case for drawing down third party funding from Regional Development Agencies.

Short Term Strategies

1. A standardised timetable Mondays to Saturdays – ***will be introduced December 2009***
2. Ensure connections at Middlesbrough are kept (***it is understood that Transpennine have recently rewritten their agreement to ensure connection with Esk Valley services***).

3. Strengthened units during weekends from mid June to early September in the first instance, bank holidays and school holidays (in August in the first instance), building on the strengthened services on 2007 bank holidays
4. An extended Sunday service from Easter weekend to October. The current service only runs from the third week in May to the first week in September. An extended season in Whitby requires an extended service to reflect the increase in tourism to the area. Arguably the season in Whitby is now all year round but an extension from March to October would be a realistic goal initially. There are important events, namely the Goth weekends which are held in April and October, which would benefit from an extended Sunday service, to name just one example. The Spirit of the 40s weekend is now held in April also.
5. Marketing and information presence at Middlesbrough. Currently only leaflets are displayed.
6. Derogation on community rail lines – line speed increased. Reduction of journey time – relaxation of speed restrictions along the branch line would be a logical first step in this direction
7. Survey for non-users in the Whitby and Esk Valley to inform a business plan.
8. Minor signaling work being carried out at Grosmont (mainly for NYMR) to improve operating flexibility and provide a more attractive commercial service pattern for NYMR services and increase Grosmont to Whitby services by one more in each direction.

Long Term strategies

1. Timetabling enhancement as discussed at DfT Workshop:
 - *Early morning service leaving Whitby for commuters to Middlesbrough and beyond for access to job and further education opportunities*
 - *Late evening service leaving Middlesbrough for commuter returnees and for further education opportunities at Middlesbrough and beyond from Esk Valley villages, Whitby and district.*
2. New station halt serving James Cook Hospital. This would ease congestion on the roads into Middlesbrough and give access for the Esk Valley to hospital facilities via public transport – some villages do not have a bus service
3. An enhanced summer service, particularly during the school holidays, to reflect and capitalise on the popularity of Whitby as a tourism destination, to enhance the quality of life for the locality by reducing the number of car journeys through the national park and to relieve congestion in Whitby Town itself. The current service was originally only designed as a winter service and does not provide the service level required during a very busy tourism season – currently from Easter weekend to the end of October.
4. Add a passing loop at Castleton or add Battersby Curve which would arguably make the greatest difference to the service
5. Enhanced infrastructure at Whitby Station is essential to avoid occupying the single track whilst NYMR heritage services are running round within the station .
6. School train strengthened with a 153 car to make a three car unit during the high season. This would provide passengers other than school children with a reasonably pleasant ride on the train service. It would also address the strengthening issue, reduce revenue leakage and encourage the increase of ridership.

Core Strategies and Community Strategies

Strategic planning documents which provide support for the Esk Valley Railway include the:

- Regional Spatial Strategy
- Local Transport Plan 2 (NYCC) 2006 – 2011
- Local Transport Plan 2 (NYCC) Consultation – focusing on the delivery of indicators

- The North York Moors National Park Authority's Local Development Framework Core Strategy — stating that NYMNP will work in partnership with EVRDC to promote the Esk Valley Railway:
'Encouraging more sustainable modes of travel and reducing dependency on the car'
'Supporting the role of market towns outside the National Park and recognizing the relationship between communities in the National Park and these towns'
'Enabling access to services, facilities, jobs and technology whilst minimizing impacts of transport'.
'Supporting community transport initiatives such as the Esk Valley Community Railway'.
- The Middlesbrough Council core strategy

Local Area Agreements (LAAs) set out the priorities for the local area, which are agreed between central government and a local area (the local authority and Local Strategic Partnership) and other key partners at local level.

References are made in the Action Plan table below to the relevant LAA indicators in Middlesbrough and North Yorkshire that the EVRDC can help to influence in meeting its local targets relevant to EVR.

Middlesbrough Council's Community Strategy (LAA)

Scarborough Borough Council Community Strategy (LAA – Prosperous Communities)

| EVRDC has identified three of the main targets set out by Middlesbrough Council and Scarborough Borough Council.

Creating Stronger Communities

- Improved skills and educational attainment
- Access to service centres
- An integrated transport that supports a strong economy
- Engage people in influencing decisions locally.
- Participation in regular volunteering
- Engagement in the Arts

Creating Safer Communities

- Perceptions of anti-social behaviour

Enhancing the Local Economy

- A stronger, more diverse economy
- An improved image of the area as a quality and dynamic place to live and work
- Sustainable, accessible, year round tourism
- Reduced economic disadvantage

SECTION 2
EVRDC ACTION PLAN TABLE 2009

Objective 1: To engage the community in the direction and management of the Esk Valley Railway					
Activity	By Whom	When	Progress	Measure	Compliance with LAA
<i>Redesign and maintain EVRDC website – electronic newsletter</i>	<i>AT & TG, DS Consultant</i>	<i>By April 2009</i>	<i>Completed May</i>	<i>Website hits</i>	<i>NI 1 Creating stronger communities</i>
<i>distribution of marketing materials and timetables</i>	<i>AT, T, DS & Vs</i>	<i>May & December</i>	<i>Ongoing</i>	<i>Number distributed / coverage</i>	<i>NI 1 Creating stronger communities</i>
<i>Active dialogue with communities DCRDF 2009 Study survey</i>	<i>AT & TG & DS</i>	<i>April 2009</i>		<i>Meetings with Parish Councils. Survey results</i>	<i>NI 4 Creating stronger communities</i>
<i>EVR residents railcard – administration & dissemination of data</i>	<i>AT, SP, NR, NYCC</i>	<i>Since 2005</i>	<i>428 and rising</i>	<i>Access database, Promote in the NY Times (10 a year). Posters on stations (NR) On website</i>	<i>NI 4 Creating stronger communities</i>
<i>Recruitment and support of volunteer groups</i>	<i>AT,</i>	<i>6 meetings yearly</i>	<i>ongoing</i>	<i>Meeting minutes List of signed up members</i>	<i>NI 6 Creating stronger communities</i>
<i>Station audits to monitor user satisfaction with line facilities</i>	<i>AT</i>	<i>Monthly</i>	<i>Ongoing</i>	<i>Audit sheets</i>	<i>NI 4 Creating stronger communities</i>
<i>Continue to monitor level of anti-social activity on Whitby Station</i>	<i>Neighbourhood Policing Team, SA (NR) AT</i>	<i>On a general awareness and observation basis now</i>	<i>Good progress but still needs monitoring</i>	<i>police record of incidents for 2008 (now down to only 3 recorded incidents for 2008)</i>	<i>NI 17 Creating safer communities NI 115 Promoting health and well-being, tackling exclusion</i>
Objective 2: To ensure the economic viability of the Esk Valley Railway					
Activity	By Whom	When	Progress	Measure	Compliance with LAA
<i>Promotion of EVR through Spirit of the 40s Weekend in Whitby, 40s NYMR weekend and Christmas promotions, late night shopper, shopping leaflet and events, also website</i>	<i>AT, WDTA, NYMR, NR</i>	<i>April (annual event), October and December</i>	<i>April event completed. October and December events still due</i>	<i>Report in the newsletter and local papers 2009 Study</i>	<i>NI 151 Enhancing local economy</i>

Promotion of the extra summer Friday service – Music Train	AT, Vs, Grosmont Crossing Club, NR	July 24 – Sept 4 2009	Awaiting confirmation from NR	Loadings , press release, newsletter. Number of meals in Esk Valley, 2009 Study	NI 151 Enhancing local economy
Address revenue leakage	NR, TG, AT, DS	Ongoing	Ongoing	Local loadings data v revenue collected. AFCs from NR	NI 171 Enhancing local economy
Pursue local procurement - Heritage leaflet locally designed and produced	AT, Jetprint,	Easter 2009	Completed and distributed	15K - Number of leaflets distributed	NI 171 Enhancing local economy
Promote rail travel – Heritage Places to Visit leaflet & Esk Valley Walks	AT, Jetprint,	Reissue 2009	Completed and distributed	15K - Number of leaflets distributed	NI 152 Enhancing local economy
Increase line usage – enhanced Nunthorpe services	SP, KOB	Introduced Dec 2007	Ongoing	% paths available / remaining	NI 177 Enhancing local economy)
Promotion of rail as a tourism tool and positive impact on local economy	TG, AT, SB, DSCrest, Whitby CIC	Ongoing	Ongoing	Attendance at tourism events, conferences, Literature Exchange, station events etc.	NI 177 Enhancing local economy
Seeking external funding	AT, SB	Ongoing	Ongoing	Details of any funding procured 2009 Study	Ni 151 Enhancing local economy
Study on patronage potential	EVRDC Board, external third party	April 2009	Commenced	Surveys from non-users and Completed 2009 Study document	Ni 151 Enhancing local economy
Improve information services for passengers – real time information, integrated ticketing	Northern, EVRDC, External funders	Ongoing	Ongoing	Website, noticeboards, leaflets, distribution GPS Pilot scheme for 2009	Ni 151 Enhancing local economy NI 124 (Accessibility)

Objective 3: To promote Esk Valley Railway as a sustainable means of transport to protect the natural assets of the area

Activity	By Whom	When	Progress	Measure	Compliance with LAA
Encourage modal shift	AT, WBTF, Whitby CIC, NYMNP	Ongoing	Ongoing	Local traffic surveys, 2009 Study, Website	NI 177 Enhancing local economy
Develop and maintain EVR website	AT & TG, DS	By Easter 2009	Awaiting design specs	Website hits, Google Analytics	NI 1 Creating stronger communities
Promote rail travel – Heritage Places to Visit leaflet – to highlight environmental benefits	AT, Jetprint,	Reissue in 2009	Completed and distributed	Number of leaflets distributed	NI 124 (Accessibility)

Value for money coupons to attractions	EVRDC	2009		Uptake of coupons	Ni 151 Enhancing local economy
Promote walking & cycling Esk Valley Walks booklet (NYMNPA)	AT, NYMLG, Middlesbrough Council, NYMNPA Trailblazers,	Ongoing	Cycling leaflet displayed in Coliseum Reception, Whitby TIC	Number of cycles on train, leaflets distributed. Links with local cycle hire, Ramblers. Esk valley Walks booklet reprinted in 2008. EVRDC website promotion	Ni 1 Creating stronger communities
Encourage opportunities for transfer from road to rail to address green issues and CO2 emissions	EVRDC, NetR, NR, NYMNPA	long term project	Ongoing	Number of cars taken off the National Park roads	Ni 151 Enhancing local economy Ni 1 & 6 Creating stronger communities Promote regeneration

Objective 4: To enable local rail to play a larger role in economic and social regeneration

Activity	By Whom	When	Progress	Measure	Compliance with LAA
Pursue local procurement	AT, Jetprint, Vinyl Signs	Ongoing	Ongoing	Number of leaflets printed, signage provided, local craftsmen	Ni 171 Enhancing local economy
Arts project with Youth Organisation	AT, Youth Shack, Vinyl Signs. NYCC	2008 - 9	Mural nearing completion	Funding obtained, art work produced, press releases	Ni 11 Creating stronger communities Promote regeneration
Whitby Station Upgrade	NR, NetR, EVRDC	Jan – May 2009	Site visits completed	Press releases, audit sheets	Ni 11 Creating stronger communities Promote regeneration
Event on station to highlight Whitby station refit	NR, NetR, EVRDC	June 2009	Meetings with community	Press releases etc	Ni 1 & 6 Creating stronger communities
Seek 3rd Party external funding for EVRDC 2009 Study into Enhancement	EVRDC Board & Consultant	ongoing	Completion date – due April 2009	Meetings with Parish Councils Final Report and Business case	Ni 151 Enhancing local economy

Objective 5: To engage with strategic partners to ensure the recognition of the railway is maintained and developed

Activity	By Whom	When	Progress	Measure	Compliance with LAA
Meetings with community, conferences e.g. Metro project 2009 Study	AW, SP, AT	Long term	EVRDC to be included in consultation process	Minutes of meetings, conferences attended, evidence of EVR inclusion in strategy documents	Ni 1 & 4 Creating stronger communities

<i>Partnership with peers / other CRPs/other govt. agencies</i>	<i>AE, Aw, SP, AT, TG, NYMNPA, SBC, WTC</i>	<i>Ongoing</i>	<i>Ongoing</i>	<i>Membership, participation at conferences, CRPs visited,</i>	<i>NI 151 Enhancing local economy</i>
<i>Ensure inclusion in strategic reports</i>	<i>EVRDC Board members</i>	<i>Ongoing</i>	<i>Ongoing</i>	<i>Evidence of inclusion in relevant documents</i>	<i>NI 151 Enhancing local economy</i>

Objective 6: To continue to develop and sustain the contribution of EVRDC to the recognition and growth of the Esk Valley Railway

<i>Activity</i>	<i>By Whom</i>	<i>When</i>	<i>Progress</i>	<i>Measure</i>	<i>Compliance with LAA</i>
<i>Recognition of EVRDC and its achievements</i>	<i>NR, AW, ACoRP, DfT, NYMR</i>	<i>Ongoing</i>	<i>Ongoing</i>	<i>Press releases on the line 2009 Study</i>	<i>NI 1 Creating stronger communities</i>
<i>Social capital through training</i>	<i>AT, TG,DS</i>	<i>Ongoing</i>	<i>Ongoing</i>	<i>Training undertaken</i>	<i>NI 6 Creating stronger communities</i>
<i>By developing social capital through volunteer support</i>	<i>AT, EVRDC board members</i>	<i>Ongoing</i>	<i>Ongoing</i>	<i>Social accounting report</i>	<i>NI 6 Creating stronger communities</i>
<i>Apply for core funding from NYCC</i>	<i>AT</i>	<i>July</i>		<i>Yearly application</i>	<i>NI 171 Enhancing local economy</i>
<i>Apply for core funding from NR</i>	<i>AT</i>	<i>January & July</i>	<i>Due</i>	<i>Bi-yearly application</i>	<i>NI 171 Enhancing local economy</i>

LEGEND			
<i>EVRDC</i>	<i>Esk Valley Railway Development Company</i>	<i>KOB</i>	<i>Kathryn O'Brien, Northern Rail. Client & Stakeholder Manager</i>
<i>AT</i>	<i>Angela Thirkill, EVRDC</i>	<i>SB</i>	<i>Cllr Sue Boyce, Whitby Town Council, EVRDC Board Member</i>
<i>TG</i>	<i>Trevor Goodall, EVRDC</i>	<i>Whitby CIC</i>	<i>Whitby Community Interest Company</i>
<i>Vs</i>	<i>Volunteers, EVRDC</i>	<i>NYMLG</i>	<i>North York Moors Leisure Guides, Graham Chadwick</i>
<i>AE</i>	<i>Chair, EVRDC Director. Integrated Passenger Transport, NYCC</i>	<i>NetR</i>	<i>Network Rail</i>
<i>SP</i>	<i>Steve Payne, EVRDC Director / Tees Valley Joint Strategy Unit</i>	<i>WDTA</i>	<i>Whitby & District Tourism Association</i>
<i>AW</i>	<i>Alan Williams, Deputy Chair, EVRDC & Independent Member</i>	<i>NYMR</i>	<i>North Yorkshire Moors Railway</i>
<i>NYMNPA</i>	<i>North York Moors National Park Authority</i>	<i>NR</i>	<i>Northern Rail</i>
<i>SA</i>	<i>Steve Alder, Northern Rail</i>	<i>ACoRP</i>	<i>Association of Community Rail Partnerships</i>
<i>DfT</i>	<i>Department for Transport</i>	<i>DS</i>	<i>Dawn Swift, EVRDC</i>
<i>SBC</i>	<i>Scarborough Borough Council</i>		
<i>NYCC</i>	<i>North Yorkshire County Council</i>		

SECTION 3A

Access to Lennon Data will inform and report of loadings and growth along the line.

We will be providing bi-monthly reports to EVRDC Board of directors, an annual report for the AGM, an update of the Pilot Project Client Group meetings and regular updates of the Action Plan.

Provide positive press releases and editorials on the line.

Continue to market the line to highlight the benefits of local rail travel through marketing material and increased distribution locations.

Continue to forge links with local government, business and community associations to promote the Esk Valley Line. EVRDC presence recorded in minutes.

Continue to work with police and Northern Rail in combating anti-social behaviour in and around station environs – evidence of crime figures from BTP and community police via Northern Rail contact (Steve Alder).

Monitoring and Management	
How?	By Whom?
Lennon Data	Data is provided by Northern Rail and available to CRP for evaluation and as a measure of progress
EVRDC Board meeting minutes	Produced by AT
Bi-monthly reports to EVRDC Board	Updates provided by Development Manager
PPCG meeting minutes	Produced by AT
PPCG reports to DfT bi-monthly	Updates provided by Development Manager
Regular re-evaluation and update of the Action Plan	EVRDC Board Members and Development Manager
Individual Measures (see Table of Actions)	(see Table of Actions for details)

SECTION 4**Current Rolling Stock**

Northern's Mission is to deliver local railway services that really work for everyone. By aiming to do this, day- in -day out we are working towards realising the true potential of local rail as the most sustainable means of connecting people to opportunities'.

Northern Rail operates services on the branch with 156 Sprinter units. 142 Pacers currently used on bank holidays to strengthen the unit to four cars and are a welcome addition. However, as these remain as two separate units, an extra conductor is always required. 153 cars / units would reduce this extra cost if these became available in the future.

Loco-hauled trains and heritage diesel operate between Grosmont and Whitby on a regular basis throughout the season, with an occasional service between Battersby and Whitby.

SECTION 5**Signing Off**

The Mission, Values, Objectives & Activities were agreed with the following members of the partnership:
2009

Andrew Easson – Chair (NYCC)	
Alan Williams – Deputy Chair	
Steve Payne – TVJSU	
David Waddington – Treasurer	
Neil Buxton – Secretary	
Kathryn O'Brien – Northern Rail	
Philip Benham – NYMR	
Barry Hearsey – NYMNPA	
Maurice Hatton	
Cllr Godfret Allanson – SBC	
Cllr. Sue Boyce – WTC	
Neil Barthorpe – Network Rail	
Angie Thirkill – EVRDC	
Trevor Goodall - EVRDC	