

Buses and Trains: The Leisure Dimension

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A bit of background

- ‘Leisure travel’ seen as less important than other journey purposes (commuting, business etc.)
- Leisure travel has bounced back from Covid
- Rail and bus operators report bigger proportionate rise compared with commuting
- Yet bus and rail remain poorly connected (there are exceptions)
- Lack of co-ordinating bodies locally
- Can CRPs fill the gap?

South-East Lancashire Community Rail Partnership

Established June/November 2019

- Manchester – Bolton – Preston
- Bolton – Wigan
- Bolton – Blackburn
- Atherton Line (Manchester – Wigan)

Committed to 'promoting integrated transport'

CRP Launched: Lancashire Day!



The first: Rivington



Local publicity was crucial

Saturday May 1, 2021

theboltonnews.co.uk



SERVICE: New bus to Rivington

Hop on board the bus to Rivington

A NEW bus service taking people to Rivington will be on the road this Bank Holiday Monday to take people to the popular beauty spot.

The bus service links Bolton and Horwich with Rivington and will run every half-an-hour from

9.30am on Sunday and Monday.

The service operates on a hail and ride basis, so people are asked to hail it from a safe space — including Lower Barn and the village green.

The Community Rail Partner-

ship (CRP) won funding from Community Rail Network's Integrated Transport Fund which enabled the extension of an existing commercial bus service — the 575 from Bolton to Horwich, operated by Diamond Bus North

West — through to Rivington. The half-hourly service operates every Sunday and bank holiday until late October, taking a circular one-way route from Horwich into Rivington and returning via Horrobin Lane and New Road.

Our next:.....Haigh



The Haigh Woodland Rambler



RHS Bridgewater: the bus that bloomed



Make Your Summer Bloom.

The New RHS1 bus service that's taking you to RHS Garden Bridgewater running every Saturday, Sunday and Bank Holiday throughout Summer until 25th September.

Prices
ADULT £1
CHILDREN 50p
Flat Fare



AVANTI
WEST COAST



NORTHERN

Transport for
Greater Manchester

DIAMOND
NORTH WEST

The New RHS1 bus service that's taking you to RHS Garden Bridgewater running every Saturday, Sunday and Bank Holiday throughout Summer until 25th September.

The service is timed to connect with arriving and departing trains at Walkden Railway Station.

Saturdays & Bank Holidays

The first bus will depart Walkden Railway Station at 0920 and then depart at 20 minutes past each hour.

The bus will arrive back at Walkden Railway Station at 5 minutes past each hour, with the last bus leaving RHS Bridgewater at 1650.

Sundays

The first bus will depart Walkden Railway Station at 0951 then at 51 minutes past each hour.

The bus will arrive back at Walkden Railway Station at 30 minutes past each hour, with the last bus leaving RHS Bridgewater at 1715.



For more information and to find out our bus timetable please visit our website at <https://www.diamondbuses.com/news/>

For train timetables visit - www.northernrailway.co.uk/stations/walkden



Walkden Interchange



What makes for success?

- Relentless promotion
- Local support
- Easy to use
- Attractive fares
- Simple and resilient timetable
- Hourly frequency (at least)
- Friendly drivers

Issues

- Funding: easy to get 'start up' – but after...?
- Getting buy-in from countryside bodies
- Integrating with rail: reliability!
- CRP can help co-ordinate – BUT!
- Dedicated fund to promote leisure links?
- Bus franchising (Greater Manchester) –will leisure be recognised as a priority?
- Seasonal services are a pain.....

A few lessons

- Worth going for...BUT
- Identify market/s
- Plan well ahead – get a good operator
- Realistic timetable
- Get funding in place
- Win local support
- You can never do enough publicity!