

The Avocet Line –Community Rail objectives

The objectives set when we applied for CR status were:

Objective
A strengthened Sunday service, and to optimise services and connections, reflecting flows onto the line.
Development of a Marketing Plan for the line, including maximising the potential of the environment of the line, especially to stimulate tourist traffic to take advantage of spare capacity.
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 ridership by the local population.
Explore opportunities of alternative fare structures to ensure they are appropriate to the local market.
Examine viability of options to improve the type and quality of rolling stock used on the service, and work to ensure that capacity meets current and future demands. This includes operation of passenger counts.
Evaluate and deliver cost effective station improvements.
Support and develop existing station adoption schemes.
Encourage social enterprise initiatives at railway stations along the line.
Work with local councils to develop integrated transport solutions to improve accessibility to the area, and specifically examining the scope for improved integration/access/links, especially at Exmouth, Topsham and Digby & Sowton stations. This is seen as being a critical part of management and optimisation of transport links of all types in the Exeter – Exmouth corridor.