

	Action	Objective	Activity	Lead Body	Lead Person	Success Criteria
1	Community Engagement and Involvement					
1.1	Line Groups	Increase Community Involvement	Meetings as agreed by each line group. Officers elected. AGM for each line group. Establish own work programmes	Board	CRPO	Attendance at CRP Board; Works Programme specific to each section of the line
1.2	Station Adopters Scheme	Improve station ambience; Increased Community Involvement	Adopters attendance at stations; increase number of adopters at each station. Greater links with the CRP; Provide station schemes (flowers, landscaping, etc)	Line Groups	TOC / CRPO / LG Chairmen	All stations "adopted"; All stations suitably presented.
1.3	Station Adopters Meeting	Get input from all adopters on their activities and share information between adopters	Meeting with the CRP Officer	Board	CRPO	Exchange of ideas between adopters and better understanding of activities by CRP
1.4	Station Adopters Day (at each station)	Promote station and surrounding attractions	Activity determined by each adopter to promote their station and surrounding community.	Board	CRPO	Annual event; all stations participate on the same day
1.5	Community Engagement and Involvement	Raise the profile of the CRP and each station adopter / adopter group	Installation of posters on notice boards at each station with information on the CRP and a picture of the adopter / adopter group at each station.	CRP Board	CRPO / TOC	Raised awareness by passengers who about the involvement of the community in the railway
1.6	Schools Visits	Increase Community involvement	Presentations appropriate according to age of students	Board	CRPO	Increased awareness of the ESL by younger people

	Action	Objective	Activity	Lead Body	Lead Person	Success Criteria
2	Improving the experience and facilities					
2.1	Station Improvement Plan - update	Improve station facilities	Maintain a detailed station by station programme; identify schemes and apply for funding. Manage current applications (Wickham Market Canopy).	Board	AT /CRPO	Adoption and publication of plan; begin implementation of plan in cooperation with funding partners.
2.2	Station Travel Plans	Greener ways for people to travel to/from stations	CRP to participate fully in development and implementation of projects	Board	CRPO	Production / promotion / distribution of plans
2.3	Line Groups Minor Works	Improve station ambience	Identify small station schemes within the TOC area and those areas owned by Network Rail ; funding provided by CRP and schemes like ACoP DCRDF and Small Grants Fund Improvements	Line Groups	Line Group Chairmen / CRPO / TOC / NR	Station appearance and facilities improved at more than 50% of stations.
2.4	Derby Road (Ipswich) revitalisation scheme	Improve station facilities and protect from vandalism	Involve the community and nearby school in station adoption, plant gardens, etc in parallel with TOC and IBC: investment in CCTV, new shelters, seating, long-line PA.	Board and Line Group East	Line Group Chairmen / CRPO / TOC	Station adopted; appearance and facilities vastly improved; vandalism reduced.

	Action	Objective	Activity	Lead Body	Lead Person	Success Criteria
2.5	Feeder Bus Services	Increase use of ESL services via connecting buses	Review provision and funding of bus services from selected ESL stations to market towns not connected to rail network including established 88A link to Southwold via Halesworth Station	Board	CRPO	Maintain 88A to Southwold. Identification of any other service for development
2.6	DRT services	Increase use of ESL services via DRT services	Review DRT patronage and identify ways to promote the services	Board	CRPO	Greater awareness and patronage of DRT services to and from ESL stations

	Action	Objective	Activity	Lead Body	Lead Person	Success Criteria
3	Awareness Raising, Promotion and Marketing					
3.1	Review and refresh the complete CRP merchandising strategy and marketing materials	Agree upon line specific wallet guide timetables, Guides, pubs, walks and wildlife publications, CRP branded banner	Revise, produce, print and distribute the end products	Board	CRPO	A wide range of fresh marketing material available on time and within budget
3.2	Walks booklet - update	Promote the walks available from ESL stations	Design and implement a plan to use those books already printed, and run a print of the newly updated booklet	Board	CRPO	All booklets distributed; Increased patronage of the railway by walkers
3.3	Guided walks	Promoting the guided walks programme through station posters, website, and social media	Walks from ESL stations	Board	RW	All communications distributed; Increased patronage of the railway by walkers
3.4	Electronic media - update	Informing users and potential users of the ESL; Promoting walks website alongside	Maintaining web site; implementing new responsive site for better use by mobile phones and tablets	Board	AT	Increased use of website and digital based / social media enquiries.
3.5	Tourist Guide Entries	Informing tourists of ESL services	Advertise in brochures and ensure provision at staffed stations	Board	CRPO	Increase in the number of tourists using the ESL
3.6	User Groups / Line Groups Timetable promotions	Informing users and potential users of connection bus services	Promoting connecting bus services through leaflets, timetables, on-location events	Line Groups	LG Chairmen / CRPO / TOC	Increase patronage of connecting bus services

	Action	Objective	Activity	Lead Body	Lead Person	Success Criteria
3.7	New Line Guides	Inform users and potential users of frequent services and new late afternoon Sunday rail services	Promote East Suffolk attractions and new Sunday rail services through new timetables, station posters, and social media	Board	CRPO	Increased patronage including the additional Sunday services
3.8	Stations Photo Art Exhibition	Promote photo art at each station as a part of an exhibition that will improve the ambience at each station	Install photo art at each East Suffolk Line station	Board	CRPO	Implementation of photos at each station
3.9	Seaside Special	To Increase the use of rail services between Ipswich and Felixstowe and specifically at Derby Road	The first 50 children to arrive at Derby Road to receive a bucket and spade from the CRP/AGA/FTW. The Mayor to greet the inaugural service at Felixstowe	Board/LG East/FTW	CRPO	Greater use of rail service ;increase patronage by vistors

	Action	Objective	Activity	Lead Body	Lead Person	Success Criteria
4	Management and Management Information					
4.1	East Anglia Franchise Competition	Demonstrate the need for good rolling stock, better stations, service patterns, more services, and increased CRP funding	Provide continuing input to & support of proposals contained within the consultation documents already submitted	Board	CRPO	Implementation of schemes contained in ITT
4.2	Network Rail Anglia Route Study	Demonstrate need for infrastructure upgrades to improve service reliability, and punctuality	Provide continuing input to & support of proposals contained within the consultation documents already submitted	Board	CRPO	Incremental implementation of schemes presented
4.3	Level Crossing Line Speeds	Increase line speeds to reduce 89 minute journey time	Liaise with NR and ORR to identify obstacles to line speed increases. Identify funding where 4-barrier crossings are required	Board	CRPO	Line Speed increases
4.4	Monitoring Patronage	Fully inform board of data measuring usage and performance of ESL services	Production of data quarterly from the TOC	Board	TOC	Receipt of quarterly report
4.5	Sizewell C	Participate in ongoing consultation	Production of responses to developments	Project Team	TBA	Awareness of CRP's position by those involved
4.6	Constitutional Review	Identify any areas of the constitution that may need revision	Meeting by CRP board	Board	TBA	Constitution that enables the CRP to successfully carry out its objectives