

RADIPOLE EXPRESS Ltd.

PRESENTATION TO WEYMOUTH TOWN COUNCIL

Radipole Express Ltd. was conceived to assist with the regeneration of Radipole Lake as a boating tourist attraction by transporting people from the beach to the lake. In the course of discussions primarily with Weymouth Bid, it became clear that the town may wish to include a land train in its Christmas attractions. At that point an application was made to the Bid, receiving acceptance for the concept, but no funding. Therefore, to raise the necessary funding for the scheme a train would seem the obvious starting point, and something that could effectively be provided. Unfortunately, there would not be sufficient potential income to ensure profitability at Christmas by some £5500, therefore the plans were changed to April 1 when the Cruise Ships commenced in 2020.

To operate the train on a public highway a VSO is required, the following and attachment, forms part of an application for a Vehicle Special Order (VSO) which requires the permission of the Councils and Police to operate the train under strict conditions as shown.

Weymouth has previous experience in operating a train, apparently viably, this success is borne out by other users such as Bournemouth who have also been consulted. The main driver for this business however, is the visits by Cruise Ships to Portland, with visitors bussed in to the rear of Hope Square.

In 2019 the town received 43 visits bringing 56,000 a potential passengers, which also presents a logistical problem at Brewers Quay where taxis meet the busses. The introduction of the train may alleviate this local difficulty by delivering taxi customers to the rank on the Esplanade, but importantly from the train's revenue perspective the train is potentially filled by an incoming bus.

Here are some of the responses to the concept:

I would like to confirm that Weymouth BID is happy to support your plans with any necessary marketing and help with contacting Press/local authority/Police etc in order to make it into a success. Weymouth Bid

I welcome the land train idea. We have just lost one attraction in the tower so to have a new one is good. Cllr. J. Orrell. Dorset Council

Many thanks for your email, presenting your idea of a land train circulating the harbour and part of the seafront in Weymouth. This sounds like an interesting idea and Ian McQuade, General Manager Commercial and myself are happy to set up a meeting in order to discuss this in more detail. Please let me know if you would be interested in coming to meet us at the port. Portland Harbour

Revenue Stream 1 - Main Route

The expectation for the train is to operate from Easter Bank Holiday until October at weekends and school holidays for families seeking something more than the beach.

Revenue Stream 2 - Cruise Ship Train

There are annually 44 Cruise Ship visits to Portland Harbour with passengers collected by bus and usually taken to Brewers Quay. These visitors have little time available to explore the town, therefore a service direct to the Esplanade will provide more time and more revenue to the main streets.

Please see routes marked  on plans.

Main Route & Fares

Alexandra Gardens to Radipole Lake to Alexandra Gardens

April -October 10.00am to 6.00pm

£4.00 per seat for round trip

Cruise Ship Route and Fares

Brewers Quay to Alexandra Gardens stop.

Alexandra Gardens to Brewers Quay - £3.00 single

Round Trip £5.00

Revenue Validation and Viability

Land trains are an established attraction in a number of UK towns and large pleasure parks. The simplicity of the operation, low staffing numbers and running costs, add to the viability and support the numbers of trains in current use. In the course of preparing this plan established council providers were consulted regarding costs and pricing structure, the difference with this plan is this train will be operated on a hired in basis offsetting the high capital costs of purchasing the vehicle and trailers.

Over the first year profitability will be assisted by the train being largely driven by the owner / operator who is self supporting and therefore can reinvest the drivers salary if required.

Weymouth is unique in receiving Cruise Ship passengers over 40+ days discussions are in place to coordinate visitor arrivals with the train to maximise numbers carried per journey and additional profitability.

Prices are set at the national average and as the town offers such a diverse historic story, first audio and then video screens will be installed in the carriages, which will provide visitors with an enjoyable experience and value for money.

Benefits to Businesses

The train will enhance footfall to cafes, pubs and restaurants, by offering discounts on ticket coupons, exchanged for discounted product in participating outlets. A leaflet map will be distributed free, outlining the points of interest, a short explanation of each POI, and highlighting participating partner offers.

The Train

The train is a DOTTO land train, based upon a diesel powered land rover chassis and engine, towing 3 trailers, each holding approx.16 passengers, travelling at a maximum speed of 10 mph.



Collection Points

It is proposed to have a pick-up point at the pull in by Brewers Quay and another adjacent to the Esplanade near Alexandra Gardens, as shown.



Vehicle Special Order (VSO)

Land Trains required to be operated on the public highway must possess a VSO, see below.

It will be hired on contract from a specialist provider and hirer of land trains - UK loco. www.uk-loco.com

They will be responsible for providing the train in a suitable condition and certificated road worthiness as required by the VSO.

As part of a VSO the train will require secure storage, space is planned to be at the old station car park behind Jubilee Retail Park, subject to Dorset Council planning permission for 3 drive through containers, as shown.



Maintenance

Daily checks will be part of the driver's job spec. ensuring tractor engine, trailer connections and air brakes are in good working order.

Weekly and monthly checks to the providers requirements will be carried out by a qualified vehicle engineer.

Insurance

Comprehensive Road Risks policy based on 48 seats, £63k value, under 2,500 miles per annum, no drivers under 30 & with a £2,500 ADF&T. Combined liability policy with £10m employers' liability & £2m public liability.

Personnel

The train requires a driver with a Category D license, and an attendant at all times. Drivers are restricted to 10 hours driving per day which will form part of a shift pattern. Driving duties will be shared between the owner and an employee.

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