

# HAVE YOU THE TAXPAYER BEEN RAILROADED?

## The power of money

This advertisement making claims about the railways appeared in *Private Eye* and several other magazines before and after Christmas and was placed by an organisation called Transport-Watch. With its selective use of statistics, the advert was a Christmas present rail passengers and the rail industry did not want and gave ammunition to those politicians and planners who have always been reluctant to view transport fairly.

Just the *Private Eye* adverts probably cost around £15,000 so the complete advertising campaign must have cost more. That is the kind of money Railfuture would dearly like to have to spend on its own advertising campaigns, pointing out the real value of railways!

Railfuture is a long-established campaign group with a proud record. Transport-Watch – with a sadly similar name to Railwatch – only appeared on the scene last year and according to its founder Paul Withrington it does not have members – just supporters and a circulation list.

So Railwatch asked Mr Withrington how much the entire advertising campaign cost. He said: "I don't know. I wasn't handling the money side of it." Asked about where the money came from for the adverts, Mr Withrington said they were funded by "a private individual who is determined to remain anonymous". He added: "I think he does it through a private trust. It is irrelevant where the money is coming from."

He insists Transport-Watch is not connected to any business or any other organisation. Railfuture has meagre financial resources – most of it from our members – but we will continue to press the case for rail and sane, sensible policies that benefit the majority. We are also supporting complaints to the Advertising Standards Authority about the content of the Transport-Watch adverts.

### POPULAR MISCONCEPTIONS OF RAIL Rail Safety

- Rail is sustainable.
- Rail is far safer
- London's rail cost there no other w
- Rail is environme less fuel than road
- Rail beats road for
- Rail generates deve

### BUT CONSIDER TH

Sustainable at a co

- Current subsidies to equivalent to every house between £2,000 and £4,0 current decade. For most is a rarity, half of us use rail
- The London to Birmingham has the range £20 - £44. Ad which has the range 20 t passenger mile, and get £64 220 mile round trip. Compa fares by express coach wh online and in advance, may b
- Every lane-mile of the motor road system pays the Exche £320,000 pa.
- Every track-mile of Network R least £240,000 pa from the excl
- Track maintenance for rail cost as much as for buses and lorries.
- The annual cost of capital plus m for a seat in a railway carriage is t that for express coaches.
- During the miners' strike, freight

converting underutilised rail

be a fraction of the current  
isation. This relatively small  
be partly offset by realising  
potential of derelict railway  
e in the hearts of our towns  
want of good road access.

commuters want seats at  
current cost, without the  
s they currently endure,  
ns for express coaches.  
coaches would fill only  
network space available  
commercial vehicles  
table city streets.

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let them make the

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dedicated to  
and that is  
transport in the

ests of the whole community.  
Transport-Watch is an independent  
organisation and has no affiliation to  
any business, political party or other