

# Community Rail Strategy 2022/2023

Wellington, Shropshire Station  
by SueScottArtist.co.uk

## Introduction

**Community Rail at West Midlands Trains (London Northwestern Railway and West Midlands Railway) is a growing movement made up of community rail partnerships, station adoption groups, community station partnerships and an army of volunteers. These groups connect their communities with the railways and play a key role in improving the environment of our stations as well as delivering projects which promote inclusion, diversity, creativity, sustainable travel, and new reasons to travel by train. We are very proud of the relationships we have developed with our community partners and the projects we have delivered together which have made a huge difference to the communities we serve.**

We encourage local people, small businesses, and organisations to get involved in community rail and our station adoption scheme enables individuals and groups to adopt their own local railway station and to be involved in the enhancement of the station with local input whereby people plant, paint, create and improve the environs.

Station adoption is where great friendships can be made; with station staff, passengers, other volunteers and members of the wider community. As a company we highly value the efforts of our tireless station adopters, who we often refer to as 'The Friends Army'. These are customers of the railways who freely give their energies, intellect and time to help upgrade railway property, grow rail patronage and enrich local neighbourhoods.

Since the start of the West Midlands Trains Franchise in December 2017, there has been a serious focus on community rail within the business and we now support five community rail partnerships and host over 400 volunteers at 97 adopted stations. We have worked closely with our communities to develop the new model for a collective of station volunteers called community station partnerships - with three now formed in the West Midlands - covering 30 stations.



We have developed our community rail activity in partnership with Community Rail Partnerships (CRPs), the new volunteer-led Community Station Partnerships (CSPs) and individual station adoption groups. All are part of a grassroots community rail movement across Britain which has been in existence for over twenty years with the groups working alongside the rail operator to help people get the most from their railways, promoting localism, social inclusion and sustainable travel.

We work to ensure that core funding investments into community rail projects are productive with measurable outputs and that our partnerships have meaningful volunteer membership and participation. We energetically promote the community rail sector and over the past five years have been blessed to work with some fantastic communities in our region who have ignited a new passion for community rail and station adoption.

## Customer & Communities Improvement Fund (CCIF)

Over the past two years, we have completed 36 successful Customer and Communities Improvement Fund (CCIF) projects - bringing almost £1.2m million in benefit to local areas - through the scheme. During 2022, we were delighted to secure a further £850,000 of DfT support for a second round of community projects. The 2022-23 programme supports schemes and projects identified by the communities and we have supported bids that are of real benefit to them.

The projects address areas of social need: creating environmental gains, helping regenerate the places and communities the railway serves and, of great importance this year, can help to create reasons to travel by train and develop increasing levels of rail travel. Matched Funding is contributed from the applicants, either in terms of other financial grants or volunteer time that is put into the project delivery. As with our stations adoption scheme, we then log the hours provided by the volunteers; each hour is valued at £15 which can create a significant amount of matched funding for the projects and value for the TOC.



## Community Rail Partnerships (CRPs)

CRPs bring together a wide variety of local groups and partners along railway lines to work with industry, public sector partners and officers to deliver a range of community engagement and promotional activities. Working with the CRP Partnership Officer and Chair, Community Rail Network, Network Rail and other funding partners, we support the CRPs annual activity plan which can include the activities listed below as well as many more.

These groups understand the importance of local railways, enhancing sustainable travel and driving social and economic development. Not only are these groups passionate about rail but they are also attuned to local needs and the aspirations of their communities.

### CRP Activities

- Promoting rail travel, such as through communicating service improvements, working with industry colleagues to develop a service for community rail lines, marketing tourism destinations and "Try the Train" railway confidence sessions.
- Helping communities engage in and have a voice in railway development so it meets their needs, such as coordinating and supporting volunteers and station 'friends' to enhance stations.

- Bringing disused station property back into use, by implementing renovations, setting up community group spaces and running social enterprises.
- Running a range of activities to bring people together and promote social inclusion linked to the railways such as local events, creative projects and educational programmes.
- Securing third-party funding and support for events and projects, which could be via volunteering or in-kind donations from external parties.
- Providing a voice for the community, being a critical friend to the train operating company and telling us when we have got things wrong.

Although the funding which the CRPs receive from the train operating company is essential for the day-to-day running of the partnership, the CRP can also expect much more support from WMT including:

- Access to our Timetabling team to consult on proposed developments and discussions on routes;
- Time with the Marketing team to help deliver effective local marketing and communications;
- Meetings with the Operations team to discuss strengthening services to support local events and dialogue with WMT's Pricing Team to explore delivery of new ticket products;
- Improved communication around planned disruption/engineering work and mitigations;
- More Meet the Manager events at local stations;
- Support from the business with local events such as community action days, Santa Trains and community events; and
- Providing the opportunity to network and share best practice with other WMT volunteer groups at our annual conferences.



**West  
Midlands  
Railway**



Below is a table of the CRPs which we work with on the WMT network:

Community Rail Partnerships		Community Rail Route
1	LNR: North Staffordshire CRP	Penkridge to Crewe via Stoke on Trent
2	LNR: The Abbey Line CRP	Watford Junction to St Albans Abbey
3	LNR: The Marston Vale CRP	Bedford to Bletchley
4	WMR: Worcestershire CRP	Cotswold Line/ Droitwich Spa to Hagley / Bromsgrove to Redditch with Wythall
5	WMR: Heart of England CRP	Nuneaton to Leamington Spa / Marston Green to Rugby and the Shakespeare Line

We are committed to continue funding our CRPs for the remainder of our National Rail Contract and the table below details our funding allocation for the next three years (subject to approval through the annual business planning process).

	2023/2024	2024/2025	2025/2026
<b>Marston Vale CRP</b>	£40,000	£40,000	£40,000
<b>Abbey Line CRP</b>	£40,000	£40,000	£40,000
<b>North Staffordshire CRP</b>	£13,300	£13,300	£13,300
<b>Heart of England CRP</b>	£35,000	£35,000	£35,000
<b>Worcester CRP</b>	£35,000	£35,000	£35,000
total	£163,000	£163,000	£163,000



## Station Adoption

Since the start of the WMT franchise we have seen our army of station volunteers grow massively and we now have over 400 volunteers at 97 adopted stations. Our volunteers come from all walks of life and get involved in the station adoption programme for a variety of reasons including friendship, health and wellbeing, local pride and an interest in the railways.

The volunteers are the beating heart of the railway and they deliver a huge variety of activities at our stations including promotion of local destinations, artwork at stations, information poster boards for local groups and their achievements, gardening, 'greening-up' activities, planter installations, 'bee-friendly' planting, improving the safety at our stations with the installation of additional CCTV and the introduction of self-care

drop-in sessions for some of the most vulnerable members of society.

Station adopters have access to an annual fund of £100,000 which is designed to support the ideas and suggestions put forward by them and to encourage more volunteers to get involved in the movement.

## Community Station Partnerships (CSP)

In 2019, when local communities became more home-based due to the lockdowns of that year, a group in Warwickshire developed the concept for adopting all the stations along a line - with a small group of Trustees managing funding and project management - the vision being that volunteers for individual stations would be able to focus on their works for the stations. This new trailblazing model is called a Community Station Partnership and brings together a number of station adoption groups operating collaboratively with administrative functions being dealt with centrally.

CSPs are all fully volunteer-manned with a volunteer Steering Group, they operate to uniform Terms of Reference and Constitution and work in partnership with Network Rail (the station owners), TOCs as the station operators and local communities with an interest in the railways. These groups are co-managed and overseen by the TOC and are not part of the Community Rail Network (CRN) Accredited Partnership scheme.

The first CSP represented a new concept in the world of station adoption and their inception year of outputs and successes are described in the group's 'Firm Foundations' Annual Report by The Friends of The Shakespeare Line. Over 70 volunteers came forward to participate in the vision outlined by the founders "to positively contribute to the local community's economic and social well-being by creating social value through a range of community activities and enhancements at the railway stations along the 'Shakespeare Line' route".



The first year's works included a collective planting scheme with a line-wide colour scheme, art boards promoting the local heritage of each neighbourhood, the installation of water supplies and general station upgrades. In this year, the volunteers invested over 10,000 hours at 18 WMR stations.

This new partnership introduced local people to a community structure that created friendships to last a lifetime. Now increasingly popular with other grassroots volunteers, as it enables the form-filling formalities and fund-finding to be operated by a central group of trustees with the front-line station

volunteers freed to do the work they love at their local stations without the need to focus on opening bank accounts or managing any of the industry administration tasks.

This group has since inspired the formation of a further two groups on our network (along The Chase Line and in Herefordshire) and the working focus of the groups continues to be the upgrade of stations, enrichment of localities and the promotion of local rail travel.



### **Aims & Objectives of a Community Station Partnership**

The structure is a not-for-profit social enterprise with a dual signatory bank account.

The trustees seek funding sources and organise landscaping supplies for stations, the pooling of ideas for station enhancements and rail recovery along the line.

The aim is to bring together like-minded volunteers with enthusiastic interest in their local railway service and station, who wish to be part of a volunteer collective to partake in community works to upgrade local stations along the line.

The aims and ambitions of the group are to upgrade local stations and help increase the number of passengers travelling to and from their local towns along the line.

Central volunteer management is arranged for the group to procure grant funds, set out aims and objectives, liaise with TOC & Network Rail to arrange and authorise the station works and enhancements by the group.

The managing trustees produce annual accounts, oversee the community budget, seek sources of funding, develop wider community connectivity and arrange publicity.

The 'collective' community delivers economic, social and environmental benefits to local areas and



concepts are shared amongst the wider volunteer community via [communitystationpartnership.co.uk](http://communitystationpartnership.co.uk)

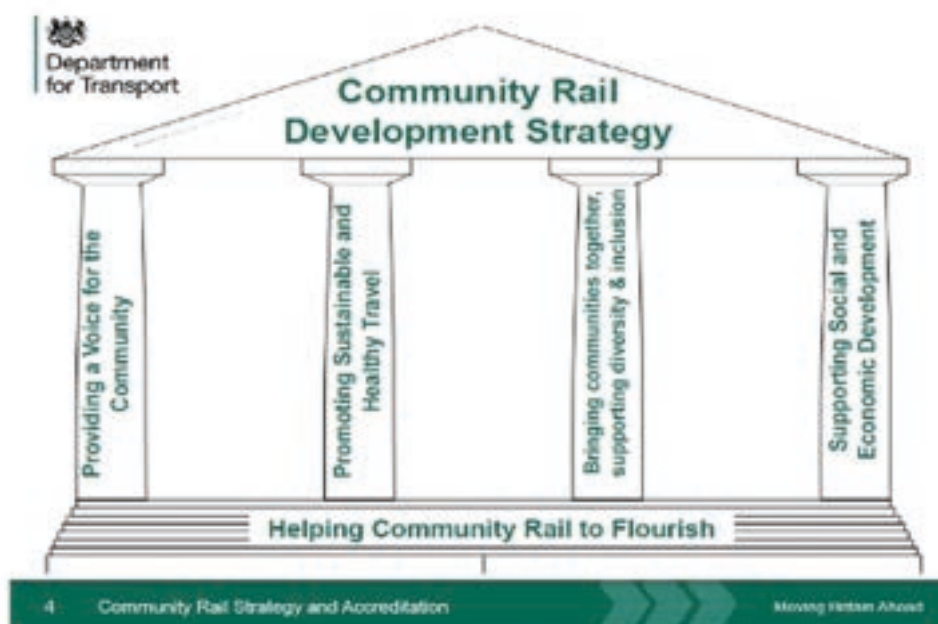
Community Station Partnerships		Community Station Route
1	WMR: The Shakespeare Line CSP	Birmingham Moor Street to Stratford upon Avon
2	WMR: The Chase Line CSP	Rugeley Trent Valley to Cannock
3	WMR: Ledbury to Colwall CSP	Ledbury & Colwall stations in Herefordshire

Funding for CSPs from the TOC is accessed via the Station Adoption Budget, rather than the Core Funding System and is based on Project Application.

## Our Strategy

We felt it was important to identify a vision for West Midlands Trains that the business can focus on for the duration of our National Rail Contract with the support of our partners. We have designed the strategy based on some of the key topics which have emerged from applications to our Customer and Communities Improvement Fund, our CRPs annual activity plans and funding applications from our volunteer groups. We believe this strategy will enable us to embed Community Rail across the business and provide us with a lever to gain additional support and engagement with our colleagues.

We also believe the themes in our strategy will complement the four pillars featured in the Department for Transport's 2018 Community Rail Development Strategy, as shown in the diagram below:





This strategy is not intended to dictate what themes we think our partnerships should be focussing on for the next four years. In fact, many of our CRPs are independently delivering projects and activities which align perfectly with our themes, and these can be found in the table in Appendix A. Our five strategic themes will be delivered under the vision for supporting local social and economic regeneration:



## Youth engagement

- Working with colleagues in the rail industry, local schools and our community partnerships, we will develop youth engagement programmes to focus on young people, promote rail safety, support education, expand work experience portfolios and promote future careers.
- Some of our previous youth projects which have been delivered to tackle anti-social behaviour at stations and on-board trains have been successful. But, looking ahead the aim is to work with specific teams to equip colleagues and communities with the tools to deliver bespoke ASB projects.
- Acknowledging how essential it is to provide a railway for all, we will identify ways to engage with individuals who have disabilities or special educational needs.
- We will continue to increase the diversity of our station adoption demographic and ensure that our station adoption and community rail strategy is fully inclusive.

## Wellbeing

- There has been progress made in the efforts to reduce suicides on the railway and we continue to be involved with Network Rail and the Samaritans, who lead on this challenging area of work. We can assist through our connections and the vital role that community groups play in bringing mental health and wellbeing to the forefront, through schemes for artwork, community presence and uplifting projects at stations.
- One of our most successful CCIF projects was delivered in partnership with the Milton Keynes Winter Night Shelter which supported individuals who were homeless in and around the railway station. Building on this project, we will actively support the parts of our network which need help in tackling homelessness, loneliness and social isolation.

## Personal safety

- Our on-board and station colleagues work to ensure that all passengers feel safe when travelling on our services. Work continues within the TOC and with British Transport Police to support vulnerable passengers and tackle inappropriate behaviour on trains and at stations.

## Encouraging modal shift

- Modal Shift away from private car to public transport not only brings significant environmental benefits but is also key to rail recovery.
- We will quantify these environmental benefits and work with our external communications and marketing colleagues to use emissions information in customer-facing messaging.
- We will engage with relevant organisations internally and externally to identify opportunities to encourage modal shift away from private car to rail.
- We will also promote the sustainability benefits of rail externally and seek to support projects that further this agenda such as through CCIF schemes.
- We will work with CRPs and Local Authorities to promote active travel and, where possible, remove barriers to walking and cycling to access rail stations. We will engage with organisations that facilitate active and sustainable travel.
- We recognise the importance of enabling better multi-modal interchange in encouraging modal shift. Through our CRPs and local/combined authority contacts, we will seek to improve interchanges with other modes (bus and tram, for example) by sharing timetable and planning proposals and ensuring that we support the delivery of relevant passenger information about public transport services across all modes, where there is an opportunity to do so.



## Rail Recovery

- We want to deliver a robust and reliable railway - that meets the needs of the local communities we serve - for existing customers as well as creating an attractive proposition for new customers. We will do this by consulting with and providing a voice for local communities regarding our service, future timetables, station upgrades and industry modernisation.
- We will work with industry partners to understand changes to travel patterns and demand (specifically the growth of leisure travel and new peak/off peak) and ensure this helps inform our service developments in the future.
- Collaborative working with our marketing and partnerships team will enable us to better communicate campaigns, offers and products that make rail travel easier and more cost-effective. It will also enable us to provide feedback from community stakeholders to help shape future activity.
- The communities we work with will be supported to create a sense of place and a passenger experience that reflects local character at our adopted stations.
- We will seek to develop local destination promotions, working in partnership with our communities, local authorities and tourism and destination marketing bodies.
- We will support community rail projects that contribute to a positive image of rail and our business.
- Work with WMT colleagues to reinforce the need to provide a robust train service on our community rail lines especially during times of disruption and operational challenges.

## Measuring Success and Service Level Agreements

We recognise the need for industry wide KPIs to measure the impact of investment and industry support for community rail. The KPIs we have fostered complement the RSSB's Rail Social Value Tool (RSVT), developed to provide a collective and consistent method for understanding and measuring the social impacts of organisations, projects and programmes across the rail industry and its supply chain. It provides a monetary value for the activities we undertake.

Understanding and reporting on our social value offers us an important opportunity to prioritise and broaden the areas in which we measure our social impact. We plan to publish a social value report every year, with our first report providing a useful benchmark for future activity.





In 2018, RSSB research identified 10 key social value areas for the rail industry, listed below. We recognise there are synergies with these strategic themes and our areas of work and we intend to increase our social value by focusing community rail activity on these areas

**Community safety**

**Accessibility**

**Employment and skills**

**Social inclusion**

**Diversity and inclusion**

**Health and wellbeing**

**Employee engagement**

**Customer satisfaction**

**Regeneration**

**Local and sustainable procurement**

Those in bold are where there is synergy with the strategic themes outlined above and therefore where we intend to increase our social value by focusing community rail activity on these areas.

With the assistance of Train Operating Company colleagues and community partners we have made a start on how some of the community rail measurements can be recorded. We have introduced an in-house system for volunteers to log their hours and we are encouraging volunteers to use this system which is proving to be a great success as we are now able to record the economic value of the time given by the volunteers. In addition, by recording volunteer input to the industry, through the RSVT, we can also calculate the value of the well-being benefits to the volunteers and the 'additional participation' that every volunteer enables via matched funding, sponsor engagement, positive pr and rail recovery outputs.





We have updated the Community Rail Partnerships and Community Station Partnerships Service Level Agreements (SLA attached at Appendix B). We encourage our partners to collect data against six basic Key Performance Indicators so that we can truly demonstrate the value of both social and economic impact of our community rail core funding.

- Numbers of stations adopted
- Numbers of community volunteers registered
- Number of volunteer hours logged, which can be used as examples of matched funding in application forms
- Annual station footfall data
- Levels of 3rd party matched funding secured
- Any examples of positive media coverage



## Towards Great British Railways

We recognise that Community Rail within the new Great British Railways structure may look and feel very different to how it does at this moment in time. But we are focused on the task in hand and delivering this strategy to the highest standard possible for our passengers and the communities our railway serves. To date, our community rail achievements and developments complement the values identified within GBR, which are for the customer to be at the heart of our business, developing growth that is community-led and providing a modern passenger experience where journeys start and end at community-influenced stations. Through our community rail activities, creating positive neighbourhood impact and contributing to the levelling-up agenda via works and investments.

### Next steps

In this strategy we are aiming for our community rail work to positively impact upon community wellbeing and rail regeneration to help create a truly 'passenger-focussed' railway. The themes we have identified in this strategy will allow us to deliver energetic community rail projects whilst also delivering a vision for customers and communities to play a leading part in the recovery and renaissance of the railways, focussing on the role of our volunteers, who enrich their own local areas alongside supporting the wider industry.

We will continue to share the annual Social Value Report using the generic measures developed by RSSB so that we can report our ongoing developments in community rail as they impact rail usage, station revival and wider social enhancements

Over the past 6 months there have been some organisational changes to the Community and Stakeholder team and we now sit within the External Communications and Engagement department, under the Customer Experience Directorate. This has been a very positive change, as we are working much closer with colleagues from Stations, Marketing and Property and it raises our profile and elevates our engagement with the regions high level stakeholders.

Listening to partners feedback during the strategy consultation process we anticipate there may be some further organisational changes required which will allow us to continue to deliver a high standard of day to day engagement with our volunteer groups but also allow us to work with our community rail partnerships on some of the future strategic themes impacting community rail.

### Appendix A

#### CCIF & Community Projects

##### London Northwestern Railway

Youth Engagement		
Name of Project	Description	Partner Organisation
Primary School Projects	The programme involves a classroom-based presentation and practical work, the second stage is a station visit to see a working station and meet staff.	Abbey Line CRP

Work Experience with the Marston Vale CRP	Student placement with Bedford College to increase self-esteem and provision of a sense of a purpose	Marston Vale CRP
Bedford St Johns outreach project	Project delivered in partnership with Friends of Bedford St Johns Station, BTP, LNR & Network Rail to tackle anti-social behaviour	Marston Vale CRP
Try the Train	Arrange journeys for a range of organisations, including individuals with additional needs, BAME, LGBT, dementia organisations	Marston Vale CRP
Symbol Spot	Project to promote destinations on the line and increase awareness of rail safety with school children	Marston Vale CRP
Get Connected	Give young people who have a range of social anxieties and additional mental and health issues the confidence to plan train routes and try the train	Peak Empower
World of Possibilities – STEM taster Day	Providing over 1000 girl guides with a presentation on rail safety and careers on the railway	Staffordshire Girl Guide Association
Travel with Confidence	6-week programme helping young people learn about the railway with a railway safety talk, visit a 'working station', learn how to use a ticket vending machine, read information boards	Abbey Line CRP, MENCAP Watford and Building Better Opportunities
Pollinator Planting	Pollinator workshop and planting of pollinator friendly plants - creating a link between the station and the school.	St Dominic's Priory School and North Staffs CRP
Penkridge history	Project to explore the history of Penkridge town and create content for exhibition displays	Wolgarston High School and North Staffs CRP

## Wellbeing

Name of Project	Description	Partner Organisation
Community Shed at Hartford	Introduction of a Community Shed in Hartford, Cheshire to reduce isolation and feelings of loneliness for members of the community	
Milton Keynes Night Shelter, part 2	Introduce an emergency Triage service, personal support plans and funding for an information booklet / website. Provide employees on the rail network with a 'toolkit' and information to help homeless and other vulnerable people get the help and support they need as well as how to approach and talk to them.	Milton Keynes Night Shelter

## Personal Safety

Name of Project	Description	Partner Organisation
Fishery Passage Rejuvenation Project	Project to rejuvenate Fishery Passage – a walkway to Hemel Hempstead Station with the use of solar lighting, mosaic artwork as well as weeding and litter-picking sessions to increase passengers safety	Boxmoor Commons
Women's safety on the railway	Improving women's safety on the railway, especially when travelling alone and how incidents can be reported	Women in Community Rail

## Encouraging Modal Shift

Name of Project	Description	Partner Organisation
Abbey Trail re-launch	Re-launch of an award-winning nature walk commissioned by the CRP with Countryside management. The guide leaflet and map lecterns currently situated at St Abbey, How Wood, Bricket Wood and Park Street stations are being redesigned and replaced.	Abbey Line CRP
The Aldbury Station Path	Feasibility study to connect Aldbury to the Tring Station and connecting to Tring cycle path to reduce traffic on the road, improve safety for cyclists and walkers and reduce the pressure on Tring Station car park.	Friends of Tring Station



## Rail Recovery

Name of Project	Description	Partner Organisation
What's on at the end of the Line	The campaign encourages residents to rediscover what's on at the end of the train line in Watford and St Albans, the two major towns on the route and the hidden gems in-between.	Abbey Line CRP
Amazing Women in Rail	Booklet which will tell the stories of some of histories incredible women, all of whom have shaped our history and are associated with the LNR network	Women in Community Rail

## West Midlands Railway

### Youth Engagement

Name of Project	Description	Partner Organisation
CCIF PopUp Science at the Station	'The Tiny Museum' created at the station	Malvern Radar & Technology Historical Society
CCIF City & Guilds Qualification	Based on station adoption scheme and designed to develop an educational qualification for young people C&G NVQ based on Horticultural Studies using Wythall Station Adoption as the foundation for the course & qualification	Woodrush High School
CCIF Young People's Poetry	School project to work with junior school children to compose poems that encourage rail travel	Hall Green Community CiC
Civic Signposting	Delivery of rail familiarisation sessions	Heart of England CRP
Colours of Leamington	School programme to discover colours representing the town	Heart of England CRP
Warwickshire CC Active Travel team delivering Rail Safety Lessons	To reach over 80 schools	Heart of England CRP

Platform	A Joint Education Scheme to offer rail education and familiarisation to young people across Worcestershire	Worcestershire CRP
City of Culture and Rivers of the World	Offer rail safety and familiarisation to schools	Heart of England CRP
Connections	Series of workshops for 8–25 year-olds creating art around the theme of 'connections'	Heart of England CRP
Youth Arts	Youth engagement with the conversion of the former ticket office at the station to community gallery and transport hub	Beyond the Hills (Ledbury & Colwall) CSP
Youth Transport	A competition aimed at young people with railways and sustainable transport as theme	Beyond the Hills (Ledbury & Colwall) CSP

## Wellbeing

Name of Project	Description	Partner Organisation
CCIF Thrive Health & Wellbeing Pop Ups	Free Drop-in Centres at railway stations in inner city Birmingham for community wellbeing purposes	Impact 4 Life Wellbeing CiC
Harvest Rain Water	Installed water butts to harvest rainfall at Wootton Wawen and Danzey stations	Friends of The Shakespeare Line

## Personal Safety

Name of Project	Description	Partner Organisation
CCIF Chase Line Young People's Programme	Confidence Building and Rail Awareness	Ric Nic CIC

## Encouraging Modal Shift

Name of Project	Description	Partner Organisation
CCIF Droitwich Spa Travel Boards	Encouraging rail travel	Droitwich Spa Station Adopters
Worcester Line Guide	Encouraging rail travel	Worcestershire CRP
Vintage Bus	Working with leisure attractions within Worcester to encourage travel by rail	Worcestershire CRP
Sustainable Ledbury	Support to Sustainable Ledbury on the town trail, a traffic free route connecting the station with town centre	Beyond the Hills (Ledbury & Colwall) CSP
Cycle, Bus & Rail	Print and promotion of Ledbury Bus & Rail Timetables, encouraging cycle hire to link with train travel	Beyond the Hills (Ledbury & Colwall) CSP

## Regeneration & Rail Recovery

Name of Project	Description	Partner Organisation
Beyond the Hills (Ledbury & Colwall) CSP	Conversion of disused station building to Arts & Transport hub	Hereford Rail & Bus
CCIF Henley in Arden Community Enterprise Hub	Conversion of disused station building to multi-use community hub Renovation and repurposing of derelict station building to provide a community and railway service-based outlets to enhance station facilities and train service usage	Henley-in-Arden Community CiC
CCIF Stratford upon Avon Community Visitor Hub	Conversion of disused station building to make use of room at Stratford upon Avon station to provide meeting & co-ordination point for over 90+ FOSL volunteers and development of visitor information point at the station	Friends of The Shakespeare Line

CCIF The Iron Horse	Community arts installation at the station to encourage passengers and footfall	East Coseley Big Local
CCIF Shenstone Station Christmas Tree Festival	CCIF Shenstone Station Christmas Tree Festival	Shenstone Parish Council
Community Hub in Vintage Rail Carriage	Converted vintage carriage to function as local community hub at the perimeter of the station	Friends of Hednesford Station
Encourage train travel to local attractions	Collection of essays on different topics re locations either side of the Malverns	Worcestershire CRP
Creative resource for WCRP for leisure/tourist promotion	Database of images to use for promotional work to encourage rail use	Worcestershire CRP
Vintage Bus Transport	Partnership with Transport Museum at Wythall developed and implemented a link between train services and free vintage bus service to and from Wythall Railway Station on specific days in the school summer holidays and weekends.	Friends of the Shakespeare Line
Station Adopters Fund	Small grants for station adopter landscaping and station enhancements	Heart of England CRP
Rail Travel Promotion	Promotional Posters along the line	Worcestershire CRP
Henley in Arden Grant for station enhancement	Support for creation of The Shakespeare Garden and art boards	Heart of England CRP
Kenilworth Signage	Visitor signage outside the station	Heart of England CRP
Chase Line Community Hubs	Survey of stations along the line to assess areas for community use	Chase Line Community Station Partnership
Chase Line Community Signage	Install station signs with information on community contacts and activities	Chase Line Community Station Partnership
Chase Line Heritage	Historical background to the local area, displayed at the station	Chase Line Community Station Partnership



Chase Line Station Improvements	Grants fund for volunteers to enhance stations	Chase Line Community Station Partnership
Welcome to Ledbury	Display cabinet at station showing local heritage & maps, artwork and calligraphy by local artists	Beyond the Hills (Ledbury & Colwall) Community Station Partnership
Visitor Promotions	Production & distribution of visitor promotional brochures for Ledbury by Train	Beyond the Hills (Ledbury & Colwall) Community Station Partnership
Ledbury in Bloom	Enhance the station for passengers, the CSP works with Ledbury in Bloom	Beyond the Hills (Ledbury & Colwall) Community Station Partnership
Community Book	'Colwall and its Station Work' production of a community book	Beyond the Hills (Ledbury & Colwall) Community Station Partnership
Station Enhancement	At Colwall station, repair and restore original GWR bench as part of station enhancement programme	Beyond the Hills (Ledbury & Colwall) Community Station Partnership
Rail Recovery Book	Joint Project with Worcs CRP, a book comprising a series of articles on the Worcester-Hereford line on its history, towns, landscape, geology, fauna, myths, personalities and legends	Beyond the Hills (Ledbury & Colwall) Community Station Partnership

## Appendix B

### Service Level Agreement: Community Rail Funding 2022-23

The Train Operating Company (TOC) core funder will co-fund the Community Rail Partnership (CRPs) on an annually reviewed basis.

#### West Midlands Trains Commitment

1. Nominate a named representative of the TOC to be a member of the Steering Group and day-to-day contact for the CRPs
2. Become an active member of the CRP, attending key meetings throughout the year. Actively contribute to the development of the annual line plans, sharing WMT aims and objectives for each year.
3. Agree delivery dates and key milestones in relation to projects undertaken by WMT on behalf of or in conjunction with the CRP
4. Work with the CRPs and others at the earliest stage to identify local needs and take them into account during project planning – including timetabling, events planning. This includes sharing pertinent information and supporting CRP activities on the ground.

5. If desired by the CRP, facilitate bi-annual meeting with:

- the Timetabling Team to consult on proposed developments and discussions on community rail routes
  - The marketing team to help deliver effective local marketing and communications;
  - Operations team to discuss strengthening services to support local activities;
  - Dialogue with WMT's Pricing Team to explore delivery of new ticket products;
  - Passenger volume data by broad ticket category and origin/destination groups; and
  - Other specialist support as necessary
6. Invite the CRP to attend and actively participate in community facing events including the annual community rail conference and stakeholder events
7. Provide core funding as detailed in the Community Rail Report before 30th April each year
8. Provide the CRP Officer with a Duty Pass to enable free travel on relevant TOC services in connection with CRP business

**The CRP will:**

1. Support station adoption scheme in their area - continue to support the uptake and development of station adoption groups – support local activities
2. Encourage station adopters to record their volunteer hours and activity in and around WMT stations via the WMT Station Adopter online form
3. Work jointly with WMT to market and promote local rail services and stations on the community rail line, using local knowledge to maintain a high profile in the communities served.
4. Create an annual report which will be published at each AGM and highlights the CRP/CSP progress and key achievements over the past 12 months.
5. Work with WMT to agree and develop a set of metrics to measure success, which might include;
  - Numbers of stations adopted
  - Numbers of community volunteers registered
  - Number of volunteer hours logged, which can be used as examples of matched funding in application forms
  - Annual station footfall data
  - Levels of 3rd party matched funding secured
  - Any examples of positive media coverage

It is expected that WMT and the CRP will work together to collate the information required to report against the agreed metrics.



