

COMMUNITY
RAIL

Becoming part of the fabric of communities

Community Rail Partnerships

Community Rail Partnerships (CRPs) are promoted by the Association of Community Rail Partnerships (ACoRP) and funded by the following organisations: DfT Rail, Transport Scotland, Welsh Government, Network Rail, Association of Train Operating Companies, East Coast, local councils and transport authorities. We support more CRPs than any other Group in the UK and we have maintained a consistent focus on supporting their development through our operational and Group activities. Through local voluntary partnerships the goal of the Community Rail Programme is to promote the development of community activity. Activities range from cleaning and refurbishing stations, to the marketing of local services for special events, and the practical redevelopment of railway property for the benefit of the community, such as cafes or activity spaces.

We continue to work hard at developing our work with community groups and all our stakeholders to ensure we are delivering services that meet everyone's needs.

We have been very active supporters of the Community Rail Programme, providing funding, but more importantly encouraging employees to have innovative ideas, provide resources and 'elbow grease', and to build sustainable partnerships with the local railway communities and the people who use the network.

A winning streak

Our commitment has been recognised throughout the industry and we were very proud when Abellio was named Overall Winner at the 2013 ACoRP National Community Rail Awards. Granted for outstanding delivery of the Community Rail Strategy, this is the first time the annual award has been presented to an Owner Group. It is also down to the dedication of our employees, who picked up prizes for individual projects at the 2013 Awards, that Abellio has achieved this recognition.

Community rail: a win - win for



Northern Rail, works with 18 CRPs across its network, which is more than any other rail operator, to bring local communities together with the railway.

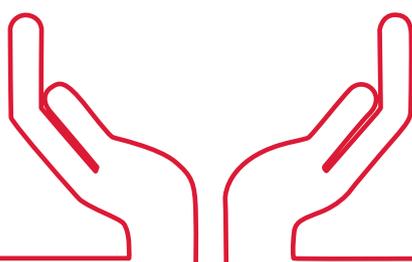
In early 2011 Northern Rail commenced its Community Ambassador scheme as part of its commitment to working in partnership with the communities it serves and with socially excluded groups.

Independent market research has demonstrated that the Community Ambassador scheme benefits both the local community and Northern Rail to create a real win-win result. The research confirmed that the scheme was introduced at a time when it was most needed – when there were cuts in local authority support and services. Northern Rail estimates that the Ambassadors account for a 7% growth in rail usage at target locations.



Recognition Awards

In recognition of its development in Community Rail initiatives since 2007, Northern Rail has received five Business in the Community Awards (BiTC) with the company in 2013, achieving 3 star Status in the BiTC's Community Corporate Responsibility Index. In 2012 Northern won the overall winner's prize at ACoRP's Community Rail Awards under Best Station Development Category.





**Our regional experience of
Community Rail Partnerships**



Abellio Greater Anglia, CRPs and the Community Rail Partnerships (CRPs) and volunteers with which it works to promote local and community train services in East Anglia, were commended in six different awards at the 2013 national Community Rail Awards. They were runners up in four categories; awarded 3rd place in two categories and finalists in a further three categories.

Commenting on the success of Abellio Greater Anglia and the East Anglian CRPs in gaining national recognition, Jonathan Denby, Head of Corporate Affairs said: "We're pleased that our

positive work with CRPs across our network, to promote and improve local lines for the customers and communities they serve, has led to a number of our initiatives being commended at the Community Rail Awards. From the start of our franchise we made a real commitment to our Community Rail lines - doubling train operator funding for the CRPs in East Anglia and investing time and resources into working closely with them to encourage more people to use the train - as well as optimising the role of rail services and stations in supporting local communities and the local economy. It's great to see this partnership approach, and the efforts of many people in Abellio Greater Anglia, the CRPs and local councils, plus some outstanding volunteers, receiving national recognition. We'll continue to work together to develop Community Rail lines."



Merseyrail working with local people



In partnership with Merseytravel, Merseyrail has set up 38 station adoption schemes, with more planned. It is a fact that today adopted stations are more pleasant than before, and many now have attractive plants and flower-beds, and are generally more aesthetically pleasing to the public.

Awards

At the recent Downtown Liverpool in Business awards, Merseyrail scooped the award for its contribution to the Liverpool City Region. This

plaudit acknowledges Merseyrail's ability to manage the logistics for the successful movement of thousands of extra passengers at major events, such as the Giant Spectacular in July 2014; the work they do in the community, such as the Charity of the Year Initiative and launching station adoption schemes; as well as the string of accolades they have recently received, including the Which? accreditation, and topping industry league tables for customer satisfaction.

Over the last few years Merseyrail has won a raft of awards. In the Rail Business Awards, Liverpool Central station won in the station excellence category. Little Sutton station won the Cheshire West and Chester Award for best efforts, and Ellesmere Port station won the Creative Partnership award in the Cheshire Best Kept Stations 2013 awards.

