



## Community Rail Network delivery plan SUMMARY 2021-22

Across our work we will continue to support and promote the delivery of the four pillars of the Community Rail Development Strategy, within the wider context of emerging from the pandemic, supporting recovery and building back better and greener. The pillars are:

- Providing communities with a voice
- Promoting sustainable and healthy travel
- Bringing people together, diversity and inclusion
- Supporting social and economic development

### Support & development team

1. Continue to work with industry partners to support clear, timely and effective updates and communications on emerging from lockdown, travel messaging, and community rail funding
2. Boost morale and confidence through sharing successes and adaptability, facilitating peer support
3. Support CRP planning and impact in a turbulent environment, focusing on aiding recovery, including through further strengthening re-accreditation support, and supporting use of our Impact tool
4. Run interactive training and bespoke sessions for CRP officers and chairs and station groups, especially on effective and inclusive local engagement, volunteering and project development
5. Advice, signposting and training to help CRPs develop and diversify their funding base
6. Step up support on integrated sustainable transport and youth engagement, including signposting to experts and facilitating local collaboration
7. Support station development projects and station adoption activities to resume post-pandemic and create a lasting, inclusive impact
8. Establish a new programme of work with the Scottish CRPs, promoting sustainable travel habits among young people and families

### Communications & policy team

1. Work with our support and events teams to empower members with expertise, advice and materials to promote rail travel as climate-friendly, healthy & community-minded and achieve modal shift
2. A major step-up of PR activity, making use of our wider networks and promotional events to raise community rail's profile and push key messages on rail recovery and sustainable travel
3. Coordinate promotional events members can engage in locally and use to promote community rail's messages and rail travel (nature and timings to be decided)
4. Make more of Scenic Rail Britain website and brand to proactively promote sustainable tourism by rail and grow community rail's reach and influence among leisure travel markets
5. Continue to advise on rail recovery and reform, transport decarbonisation, and Wales and Scotland's transport strategies, showing community rail's contribution and how to maximise it
6. Further develop third and public sector partnership work, especially via the Sustainable Transport Alliance and sub-national transport bodies, to support shifts towards sustainable, inclusive transport

### Events, people & funding team

1. Continue to run an outstanding events programme, including Community Rail Awards, Conference, and series of webinars/seminars, adapting the format and content as appropriate to wider contexts and members' needs, focusing especially on rail and community recovery (see <https://communityrail.org.uk/events-training/events-diary/>)
2. Strengthen our organisation, management and systems, especially improving internal referrals and information flows and embedding a new 'CRM' system for coordinating member support
3. Expand our corporate partnership scheme, drawing on our connections and profile-raising, and explore opportunities for grants and commissioned advisory work on community engagement, social value and sustainability in rail/transport
4. Explore charity registration, and pathways to becoming a net zero organisation