



# Entry Booklet



## Community Rail Awards 2021

**Closing date for entries: Monday 2 August 2021 (17:00)**

**Closing date for event bookings: Friday 5 November 2021**

**Hybrid awards presentation event: Thursday 9 December 2021,  
O2 Guildhall Southampton**

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“ **The pandemic has caused much detriment to our communities and our railways, and at the time of writing, we continue to face much uncertainty.** ”

Despite this, community rail has adapted and responded, supporting local resilience, engaging communities, maintaining togetherness, and looking positively to the future. As we open the 2021 Community Rail Awards for entries (on 14 June), we are mindful of ongoing challenges, but we also want to highlight and celebrate the fantastic work you have been taking forward over the past year.

We firmly believe that community rail is more important now than ever, to aid the recovery of our communities and railways, and deliver long-term social, environmental, and economic benefits as part of building back better, fairer and greener.

In December last year, when our 16th Awards were delivered as an online event for the first time, despite the trials and tribulations of 2020, our judges praised the exceptionally high standard of more than 200 entries. These entries defied expectations, and showed how community rail partnerships and station groups had innovated, created, adapted and worked together in the face of an unprecedented situation. We were delighted to have 550 people with us ‘virtually’ on the night, including volunteers, officers, rail industry leaders, government representatives and a host of special guests – underlining the value of engaging communities with local railways and stations, and importance of rail to our communities, COVID-19 recovery, and sustainability.

**In consideration of the impacts and ongoing uncertainty of the pandemic, we have reviewed this year’s awards categories and requirements in detail and made what we feel are sensible adjustments for 2021 – so check the details carefully.** As always, we aim to make this a prestigious, special, inclusive event, maintaining our sense of pride and community across the community rail movement. The entries you put in help us to champion community rail and share good practice year-round, so **please do consider** entering, even in these strange and unfamiliar times.

The event is planned as a hybrid event, with the physical event possibly smaller than usual, at the Guildhall in Southampton. This would combine live presentations on-stage, with digital production similar to 2020, streamed online for those unable to attend in person.

From 28 June, we’ll be running **eight weekly surgeries** to assist with your awards entries this year. These will be drop-in sessions on Zoom with no need to book, where you can ask questions and get help, from advice on category criteria, to technical support uploading your entry. The schedule is [here](#), and do also use the information on our [awards web page](#) for further ideas.

We remain immensely grateful for the support the awards receive through sponsorship and in-kind help, especially in this challenging environment. This booklet includes information on our wonderful judges, who give their time, and our sponsors. We especially thank our headline sponsors South Western Railway and Great Western Railway, plus platinum sponsor Angel Trains, and Rail Delivery Group, who are again providing shortlisted entrants with a flexible return rail ticket to the event.

Very best of luck with your entry, and we hope to see you in Southampton, or joining us online!



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**Jools Townsend**  
Chief executive,  
Community Rail Network

**Paul Abell** – Former Editor of Today's Railways UK

Paul is a lifelong railway enthusiast, especially after a round trip on the Liverpool Overhead Railway. After a career as an engineering and maths teacher, he became editor of Today's Railways UK.



**Adedoyin Ayoola** – Station and Community Rail Leader, Department for Transport

Ade has responsibility for supporting and promoting community rail development through the continued delivery of the Community Rail Development Strategy and engaging with key stakeholders.



**Mark Barker** – Chair, Cheshire Best Kept Stations

Mark is a career railwayman now retired after lengthy service, latterly as client & stakeholder manager for Northern Rail. He is now chair of Cheshire Best Kept Stations, a group that recognises, promotes and rewards the work of volunteer and community groups at stations in the former county of Cheshire.



**Paul Bigland** – Photographer & Writer

Paul is a well-known photographer and writer whose career spans 20 years. He works for both the national and international media and companies within the rail industry.



**Nicky Forsdike** – Railway Consultant, Forsdike Associates

Nicky has an extensive background in developing business and marketing plans for railways. In 2018 she completed a PhD at the University of York which explores how rail industry managers know what they know, and why new timetables fail in implementation. Alongside her continued research she teaches marketing, business planning and entrepreneurship at undergraduate and postgraduate level.



**Bill Freeman** – Chief Executive, Community Transport Association

Bill has been chief executive of the Community Transport Association since 2013. He leads their staff team and manages relationships with senior politicians, government officials and other national representative bodies and charities. He speaks, writes and tweets regularly on community transport and the association's wider interest in making passenger transport accessible and inclusive for all. Bill has spent the last 19 years in senior roles in national membership bodies within the UK's voluntary and community sector, focusing on a diverse range of public policy areas including education, youth services and health.



**Jan Garrill** – Chief Executive, Two Ridings Community Foundation

Jan has been chief executive of the Two Ridings Community Foundation since September 2014. She started her working life in transport with British Rail, Tyne & Wear Passenger Transport Authority and Stagecoach, and held the position of head of communities at Newcastle City Council.



**Dominic Lund-Conlon** – Head of Accessibility and Inclusion, Rail Delivery Group

Dominic has worked in transport policy for ten years on a variety of challenges, both customer and strategy focused. As a person with lived and professional experience, Dominic focuses on inclusive solutions that empower customers to control their journey with confidence and dignity. Recent projects include the Passenger Assist Improvement Programme and supporting Greater Anglia with the design and implementation of the new Stadler Flirt vehicles.



**Peter Roberts MBE** – Chair Emeritus, Community Rail Network

With a career in transport spanning more than fifty years - public and private sectors, bus and train - Peter has been active in community rail at all levels for the past twenty years. Awarded an MBE for services to rural transport, he was chair of ACoRP from 2003 to 2018. As a writer and historian, he continues his research and publications on rural transport.



## **Barbara Saunders OBE** – Consumer Consultant

Barbara is a consumer consultant and former board member of Passenger Focus (now Transport Focus), which represented passengers in the bus and rail sectors. She has considerable experience of complaints handling and regulating professions. Barbara is currently a trustee of the Association of Nutrition and the Academy of Nutrition Sciences. She brings an independent and analytical approach to the judging process.



## **Chris Selman** – Stations & Community Rail Policy Manager, Department for Transport

Chris has been the stations and community rail policy manager at the Department for Transport since May 2021. He previously worked as the policy lead for the Veterans Railcard and has also advised on HS2 policy. Before working in rail, Chris worked at the Department for Education, advising on academy funding policy.



## **Andy Savage** – Executive Director, Railway Heritage Trust

Andy has been the executive director of the Railway Heritage Trust for the last 11 years. This post has involved the restoration of the industry's built heritage and finding new uses for redundant property. Previously deputy chief inspector of Rail Accidents, Andy has always had an interest in railway heritage, with over thirty years as director of the Ffestiniog Railway.



## **Jim Trotman** – Tourism Specialist

Jim has been the vice-chair of the Lakes Line in Cumbria since 2018 and has been involved with community rail for many years. When working as tourism manager for Lancaster City Council, he founded the Leeds-Morecambe Community Rail Partnership and spent over seven years as an ACoRP board member. In 2010 he became the community rail officer for the Furness and Lakes lines, working closely with local station groups, councils and Cumbria Tourism during his eight years in this role. Although Jim retired in April 2018, he is still involved at least one day per week.



## **Nik Schofield** – Communications & Marketing Manager, Community Rail Network

Nik is responsible for communications and marketing at Community Rail Network. He has a wealth of experience in advising on visual communication and design from previous roles with charities and local government, which he now applies within the organisation and to its members. Nik also edits Community Rail News and runs Community Rail Network's social media.



This is an unusual time in the history of the Community Rail Awards, with so much community rail activity being impacted by the pandemic, and yet so much still to celebrate and look forward to. Because of this, we postponed the window for submitting entries: this will now **open on 14 June and close 2 August**. We have also amended categories, to take into consideration how community rail has had to adapt during these challenging times. We hope this will make this year's awards fair, inclusive, and as celebratory as ever.

**Please read the category criteria and rules of entry thoroughly before entering** as there are changes to make note of.

Entry is FREE and is an online process – to submit your entry go to **Enter the awards** and follow the instructions, but please note point 1 below.

1. You may submit as many entries for different projects as you wish but each project can only be entered in one category and a separate online form with supporting evidence must be completed for each entry.
2. You can start an entry, save it and complete it later but final entries must be submitted no later than 17:00 hours, **Monday 2 August 2021**. We encourage early submission.
3. Unlike in previous years, initiatives that were **delivered or completed at any time from March 2020 up until 2 August 2021** can be entered, provided they weren't submitted in 2020.

Any entries/projects that cannot be entered in 2021 due to categories being postponed in their usual form (Community Art Schemes, Most Enhanced Station, Tourism & Heritage and It's Your Station) or due to COVID-related delays with delivery, can be carried forward to 2022.

*Judges will be flexible in assessing all entries, considering the impact of the pandemic upon groups' ability to engage and undertake work.*

4. **Summary of the entry** – you must submit a written summary of the entry in no more than **200 words**, within the online entry form. This is the first thing the judges read so please ensure this gives a clear but concise description. Please ensure you include the correct project title, as this is the wording that will be used in a dedicated Community Rail News edition for shortlisted entries.

5. **Full entry description** – as part of your entry you must upload a Microsoft Word document containing the full entry description in no more than **600 words**.

**For categories 1 to 7 and 10** – this must be written in the third person and in the format specified below. Please set out in paragraphs clearly labelled as follows:

- **Concept and aims**
- **What happened**
- **Results**

See page 6 for further guidance on how to formulate the content of this. [Click here](#) to see the 2020 winners' booklet for examples.

For categories 9 and 11 – see page 6 for full entry description requirements.

**NB: Category 8 is fully exempt from rule 5, however you will need to upload an empty word document in this section in order to complete the entry.**

6. **Supporting Documents** – please upload the following documents in support of every entry.

- **Current images** – these will be used in the awards presentation and winners' booklet if placed. **Images may also be used for publicity purposes in other Community Rail Network reports and resources.**

Action shots are preferred where possible (taking into account the restrictions of the pandemic). A minimum of one and a maximum of **four** photos with titles/captions please. Images must be in JPEG format only and of high resolution (minimum 300dpi).

**Please note:** If any images or videos show health & safety contraventions the entire entry will be disqualified – see the health & safety guide [here](#).

**In submitting photos you confirm that:**

- all people within the photos have provided consent for their photos to be used in publicity including print, online and all social media channels. If the photos contain images of children under the age of 18 written consent must be secured from the parent or guardian, either directly or via their school/college;
- you are the owner of the image(s) and agree to it/them being used in publicity. Or, the image(s) is/are not your own but you have the relevant permissions/consent to submit on behalf of the owner, and they agree to them being used in publicity. In this case, you must state within the 200 word summary section who you are submitting on behalf of.

- **Other relevant supporting material** – limited to a maximum of four items, such as testimonials. These are to be in PDF or JPEG format, unless this is a video/audio file, in which case we ask that a link is supplied to access this on either YouTube or Vimeo. Any problems, please contact [hazel@communityrail.org.uk](mailto:hazel@communityrail.org.uk)

**7. Entry check boxes** – you must complete the entry submission checkbox before final submission and in doing so:

- a) you are confirming that you have submitted all supporting materials necessary in the required format and within word count limitations (where relevant);
- b) you are confirming that you have checked your submission and that it meets the rules of entry. If it does not, you can be disqualified no matter how good your entry is otherwise.

## Prizes

Category winners will be awarded a trophy and a certificate. Not-for-profit organisations and groups will also receive a cash prize. All runners-up receive a certificate. NB: Category 11 will be awarded differently, see full category for details. **Every shortlisted entry will receive an electronic shortlisting certificate, and can request a complimentary, flexible return rail ticket to the awards hybrid event, courtesy of the Rail Delivery Group.**

Attendees may also be able to benefit from an attendance subsidy pot, to access support towards hotel accommodation. All enquiries must be directed to Hazel at [hazel@communityrail.org.uk](mailto:hazel@communityrail.org.uk)

**Awards presentation event booking form** – Please complete the [form](#) by downloading from our website and emailing to [events@communityrail.org.uk](mailto:events@communityrail.org.uk)



Firstly, you need to ensure that you are entering an appropriate category and have read the **Rules of Entry** and the **Categories & Criteria** pages carefully before you start writing your entry.

**NB: If you are in any doubt about this, or you have any questions to ask before you complete a submission, please make use of our drop-in awards surgeries on Zoom and speak with our events team, who will be very happy to help.** The surgery schedule can be accessed [here](#).

You can also view our 'How to Submit a Good Awards Entry' webinar, held last May, [here](#). This includes case studies of previous winning entries and will give you lots of practical advice, hints and tips from some of our awards judges.

**Concentrate your efforts on explaining the reason you are nominating this project or person and why it/they should be a winner.** Take care to demonstrate how the entry meets the judging criteria of the category you are entering. To help structure your entry, you may wish to pay attention to the following points.

**The following should form the basis of your 200 word summary** (except category 8)

- What is the name of the project/person/group you are nominating?
- Why was the project set up and what/who did it involve?
- What were the results of the project?

### Full entry description

Up to **600** words, laid out in the format specified below and written in the third person. This is important as this information will be used to produce the winners' booklet should you win an award. *See the link in rule 5 to view the 2020 winners' booklet for some examples.*

### Categories 1 to 7 and 10

- **Concept and aims:** What did the project want to achieve and why?
- **What happened:** Give a clear description of the project, what challenges were faced and how were these overcome? What steps were taken to achieve the project? What resources were drawn upon, who was involved and how was the project delivered?
- **Results:** Did the project fulfil its aims? How did the community/passengers benefit? How was the success of the project measured and what evidence is there to support that success? What has been the response of the community/rail passengers/partners/media? Did the project deliver any knock-on/unexpected results?

You must limit your total number of words to **600** over the three sections (e.g. 200 words for each), so plan your writing carefully and ensure that you do a final word count.

### Category 9 – Outstanding Volunteer Contribution

- Who are you nominating?
- Describe their commitment and passion for community rail and show how they made an exceptional contribution to the group. Demonstrate what benefits they have brought to your project(s) or group and how that has positively impacted on the community.
- Include a photo of the person/group – action shots are preferable where possible (taking into account the restrictions of the pandemic).

### Category 11 – Community Rail Network Award for Outstanding Contribution to Community Rail

- Who are you nominating?
- Explain fully how the organisation or group has contributed to community rail over the last 12 months.
- Describe how their contribution has created positive sustainable change/impact for their communities and the railway.
- Include photos – action shots are preferable (taking into account the restrictions of the pandemic).

**Enter at:** [Enter the awards](#)

**Closing date for entries: Monday 2 August 2021 (17:00)**

**Closing date for event bookings: Friday 5 November 2021**



## 1. Involving Children and Young People

Sponsored by **Grand Central Rail**

This category recognises community rail's vital role in engaging, inspiring and empowering children and young people (under 26) with their railways, from travel confidence and educational schemes to youth-led volunteering and creative projects. We are especially keen to see projects that promote sustainable travel, life skills, inclusion and wellbeing, and which draw on children and young people's views and ideas.

Many partnerships and groups adapted to engage children and young people online during the pandemic, to great effect. We'd like to hear about how you may have adapted in this way.

**Entries invited from:** We invite entries from community rail partnerships, station adoption or friends' groups, or other community groups and representatives. Rail industry partners can submit entries where a project was undertaken in partnership with a community rail partnership or community group, but the entry must clearly demonstrate this partnership working, be agreed with the community partner(s), and their contact details provided.

### Judging criteria:

- Empowering and awareness raising – it successfully shared knowledge, opportunities and/or awareness, for example about rail travel, local history, culture or environment;
- Improving mobility, confidence or life skills – there was a positive impact on children's, young people's or families' ability, understanding, perception of and confidence to access rail, use sustainable travel, or other life skills;
- Engaging, enjoyable and beneficial – there is evidence it was well-received and those involved saw benefits to mobility, inclusion, health, wellbeing, confidence or awareness;
- Interactive and drew on children/young people's input – it enabled interaction with and between young members of the community, drawing on their ideas and views, or was youth-led.



## 2. Involving Diverse Groups

Sponsored by **LNER**

This category recognises community rail activity engaging diverse groups, for instance spanning different backgrounds, ethnicities, ages, disabilities, genders, sexual orientation, religions or beliefs. We are looking for approaches that have involved wider audiences, especially bringing together different groups, and/or empowering socially marginalised people. We're keen to see evidence of promoting inclusion, cohesion, skills, mobility, health or wellbeing.

We would like to hear how you adapted to the pandemic to reach out to diverse groups, during a time when face-to-face engagement was restricted. We'd also like to hear about your work supporting local resilience efforts and engaging those who were particularly vulnerable or isolated due to COVID.

**Entries invited from:** We invite entries from community rail partnerships, station adoption or friends' groups, or other community groups and representatives. Rail industry partners can submit entries where a project was undertaken in partnership with a community rail partnership or community group, but the entry must clearly demonstrate this partnership working, be agreed with the community partner(s), and their contact details provided.

### Judging criteria:

- A good fit with local needs and contexts – designed to meet local needs and appropriate to local opportunities, especially to build more inclusive, connected communities;
- Engaging, enjoyable and beneficial – there is evidence it was well-received and those involved saw benefits to mobility, inclusion, health, wellbeing or awareness;
- Empowering and awareness raising – it successfully shared knowledge, opportunities, confidence and/or awareness, for example about rail travel, local history, culture, or environment;
- Interactive and drew on people's ideas and input – the initiative enabled interaction with and between diverse members of the community, drawing on their ideas and views, or was led by these groups.



## 3 Community Creative Projects and Station Arts (amalgamation of categories 3a and 3b)

Sponsored by **Transport for Greater Manchester**

This category recognises creative initiatives that have had a transformative, empowering effect on the people involved and their local environment or station, connecting people to their railway, station and wider community, and making the railway a welcoming place.

Projects involving all forms of creative expression are eligible (art, music, spoken word, writing, story-telling, photography, interpretation panels or sculpture), creating a sense of pride and community, and promoting connections between communities and railways. We are especially keen to see projects that promoted inclusion and positivity during the pandemic and drew on local input and creativity on-line or in-person, in innovative ways.

**Entries invited from:** We invite entries from community rail partnerships, station adoption or friends' groups, or other community groups and representatives. Rail industry partners can submit entries where a project was undertaken in partnership with a community rail partnership or community group, but the entry must clearly demonstrate this partnership working, be agreed with the community partner(s), and their contact details provided.

**Requirements:** Please include photographs, images or clips with your entry where relevant, showing/linking to the artwork or finished piece(s).

### Judging criteria:

- Promotes positivity and celebrates railway and community – clearly appreciated by passengers and local people, promoting pride, understanding and positivity, and connecting community and railway;
- Successful engagement across the community or target audience – successful efforts were made to engage people widely across the community, or amongst a clear target audience;
- Interaction and drawing on community viewpoints – the scheme enabled interaction with and between the community, such as drawing on and sharing local perspectives, memories and ideas;
- Clear benefits for the community – wider benefits have been delivered, such as through increased wellbeing, confidence, skills, cohesion and inclusion, or supporting regeneration.



## 4. Small Projects Award (£500 or less)

Sponsored by **Community Rail Lancashire**

This category can only be entered by station adoption or friends' groups, community groups or community rail partnerships. It allows smaller, low-cost projects to be judged on merit, rather than competing against larger projects. Any project that cost £500 or less (excluding volunteer hours), can be submitted.

We are looking for projects that delivered great value for money and that benefitted the community, in a way that is connected to the railway. Awareness-raising, digital and communications projects will be considered alongside practical/physical projects.

**Entries invited from:** Entries can only be submitted directly by the station adopters, community group or community rail partnership (or a representative of them) running or involved with the project.

**Essential requirements:** A budget showing a clear breakdown of any costs incurred must be submitted as part of your supporting evidence.

### Judging criteria:

- Excellent value for money – this might be demonstrated through careful management, creativity, pooling resources, and/or drawing on support from partners or volunteers;
- Clear value and connection to the railway – we can see evidence that a station or line has been enhanced, passengers benefitted, or positive connections and interest built among the wider community;
- Project sustainability or replicability – entrants are clear about lessons learnt and what worked well, and intend to build on this and/or share with others (or have already).

## 5. Best Community Engagement Project

Sponsored by **Rock Rail**

Community rail is all about engaging local communities. This category is no longer just about one-off community rail events, it is also about long-term engagement within communities. It aims to highlight the creativity and hard work that goes into developing, organising and promoting community engagement projects on and linked to the railway.

We are especially keen to see projects that adapted to engaging with communities during the pandemic, and credit will be given to innovative and creative approaches that were designed in light of the current situation and contributed to local resilience and recovery. We want to see (at least initial) evidence of benefits derived.

**Entries invited from:** We invite entries from community rail partnerships, station adoption or friends' groups, or other community groups and representatives. Rail industry partners can submit entries where a project was undertaken in partnership with a community rail partnership or community group, but the entry must clearly demonstrate this partnership working, be agreed with the community partner(s), and their contact details provided.

### Judging criteria:

- Successful engagement in person or online across the community or target audience – successful efforts were made to engage people inclusively, or among a clear target audience;
- Engaging, enjoyable and beneficial – there is evidence it was well-received and those involved saw benefits to mobility, inclusion, health, wellbeing or awareness;
- Empowering and awareness raising – it successfully shared knowledge, opportunities, confidence and/or awareness, for example about rail travel, local history, culture, or environment;
- Interactive and drew on community viewpoints – the project enabled interaction with and between the community, such as drawing on and sharing local perspectives, memories and ideas.



## 6. Best Communications

Sponsored by **CrossCountry**

We are looking for activities and campaigns that improved the presence, visibility and reach of your partnership or group, especially online, and laid the groundwork for when we can proactively promote rail travel again. This might include a revamped website, a social media campaign(s), or a full review and extension of your communication channels, consulting and drawing on local partners and groups.

Whatever the medium, judges are keen to see how high-profile, easy-to-find, informative, inclusive and interactive your digital presence and communications are.

**Entries invited from:** We invite entries from community rail partnerships, station adoption or friends' groups, or other community groups and representatives. Rail industry partners can submit entries where a project was undertaken in partnership with a community rail partnership or community group, but the entry must clearly demonstrate this partnership working, be agreed with the community partner(s), and their contact details provided.

### Judging criteria:

- Accessible, engaging and interactive – delivered in a way that is inclusive and engaging, ideally including two-way communication;
- Informative, interesting content – conveying clear messages and useful information about the railway or connected issues in an interesting way, relevant to the audience;
- Successfully reaching a wide audience or intended target group – evidence of engaging a growing/wide audience, or specific group(s);
- Well planned and managed – we can see a rationale behind the choice of media/formats, and intelligent planning, timing, and coordinated use of channels.

## 7. Influencing Positive Change and Sustainability

Sponsored by **TransPennine Express**

This category recognises community rail's important role in innovating and driving change locally, to help create a more sustainable and inclusive future. We're especially keen to see great partnership working where community rail partnerships and groups have encouraged more future-focused, climate-aware and inclusive thinking and approaches, **even if the results have not yet fully materialised**. This is about supporting sustainable forms of development (as per the UN's **Sustainable Development Goals**), adopting greater care for local and global environments, more resilient and cohesive communities, and leaving a legacy for future generations.

Judges will give credit where groups have suitably adapted to the impact of the pandemic and are seizing opportunities to help 'build back better and greener'.

**Entries invited from:** We invite entries from community rail partnerships, station adoption or friends' groups, or other community groups and representatives. Rail industry or other partners can support and encourage these groups to submit entries where they have worked together.

### Judging criteria:

- Community influence – we can see how the community rail partnership, station group and/or community members worked with the rail industry, local authorities or others to support positive change and sustainable development;
- Great partnership working – there is evidence of engaging successfully with relevant partners and working inclusively to build momentum towards future-focused change;
- Evidence basis – there is an evidence basis for this initiative, and expected (or achieved) outcomes to do with sustainable development, inclusion, biodiversity, decarbonisation, modal shift or integration;
- Innovation and/or lessons learnt – an innovative or collaborative approach was used to overcome challenges or consider future needs, and/or the lessons are recognised and being shared.



## 8. Photo Competition | Community Rail in 2020/21

Sponsored by **Porterbrook**

*This year, we want you to get creative! We want to see light-hearted, inventive images that capture the feeling of working to overcome the challenges of the pandemic within community rail and within the community. These can be in any setting, but we are especially keen to see an immediately obvious rail/community link.*

**Entries invited from:** We invite entries from any source, but the below requirements must be adhered to.

### Essential requirements:

- A maximum of four photos per entry
- Digital photos must be in JPEG format ONLY (high res)
- Please supply a brief, one-line title or caption for each photo in the 200 word summary section of the entry form
- Any photos that show **health and safety** contraventions on the railway or station will be disqualified.

### In submitting photos you confirm that:

- all people within the photos have provided consent for their photos to be used in publicity including print, online and all social media channels. If the photos contain images of children under the age of 18 written consent must be secured from the parent or guardian, either directly or via their school/college;
- you are the owner of the image(s) and agree to it/them being used in publicity. Or, the image(s) is/are not your own but you have the relevant permissions/consent to submit on behalf of the owner, and they agree to them being used in publicity. In this case, you must state within the 200 word summary section who you are submitting on behalf of.

### Judging criteria:

- Captures 'community rail in 2020/21';
- Impactful, eye-catching and good quality – credit will be given to photos that are suitable for using online and/or in promotional materials, to help raise the profile of community rail;
- Inclusive, positive and people-orientated – the content of the photo, and/or the way it was taken or produced, helps to get across the 'community' aspect of community rail, and might encourage more people to get involved.

**The shortlist for this category will be available on Survey Monkey for one month from 30 August 2021, for the public to vote on, and this will provide the final placings.**

## 9. Outstanding Volunteer Contribution

Sponsored by Merseyrail

This category recognises the invaluable contribution that so many volunteers make to community rail, and their stations, lines and communities. We are especially keen to see nominations for committed individuals who make an outstanding contribution on a regular basis, or those who have gone the extra mile in the past year, impacting positively within their local community, station group or community rail partnership.

Judges will welcome entries where volunteers adapted to supporting their community during the pandemic and made a positive impact as a result.

**Entries invited from:** Nominations for this award can be made by community rail partnerships, station adoption groups, other community groups, train operators, other partners, or individuals, so long as they are nominating a volunteer who is active in community rail. Self-nominations will not be accepted.

**Essential requirements:** Independent testimonials (up to four) must be provided as supporting material, showing how the volunteer meets the criteria.

### Judging criteria:

- Commitment and passion for community rail – they have worked hard, with enthusiasm and commitment, making an exceptional contribution to their community rail partnership or group;
- Clear benefits for the community – their contribution has been shown to positively impact on the community, for example bringing people together, raising awareness, or creating a more welcoming, sustainable and inclusive local environment;
- Inclusive, collaborative, positive working – they have taken an inclusive, collaborative and positive approach, for example through getting more people involved in community rail, engaging new groups or partners, and/or building positive relationships.



## 10. Station Friends and Adopters, at the Heart of Communities

Sponsored by Avanti West Coast

Due to the impact of the pandemic on activity at stations, the format of our usual 'It's Your Station' category has changed temporarily for 2021, and will instead have a standard shortlist with a 1st, 2nd and 3rd place. The usual banding structure will not be used this year, but groups will retain their current banding level through to 2022 and will be encouraged to submit to the category as usual (we hope!) then.

This year, we want to see how your group adapted during the pandemic, whether it was finding ways to support local resilience efforts and promote a sense of community, looking after your station, each other, and/or planning for the future.

**Entries invited from:** Station friends/adoption groups or community groups directly involved with looking after a station.

### Judging criteria:

- Adapting to the pandemic and looking forward – the group responded to local needs and supported each other, and found new ways to keep the group going and to look positively to the future;
- Involving the local community inclusively – the group continued to involve and benefit local people, engaging and connecting with people as widely as possible;
- Enhancing the station and local environment – the group stayed connected with the railway and committed to impacting positively on the locality and wider environment.



## 11. Outstanding Contribution to Community Rail

Community Rail Network's senior management will present a special award to a partnership or group that, in their view, has demonstrated an outstanding contribution to community rail over the past 12 months. Nominations are invited for this award, but they must be for a third party, as self-nominations will not be accepted. There will be no shortlist for this category, there will just be one winner who will receive a trophy, cash prize and certificate. This can also be made as a discretionary award i.e. not necessarily selected from the nominations.

Nominate via the link on page 6, using the online entry form and upload supporting documents including: a written description Word document (no more than two pages) that explains how the organisation/group has contributed to community rail over the past 12 months. Please also feel free to include additional testimonials and images.

## 12. Board's Special Recognition Award

The Community Rail Network board will present a discretionary special award to an individual in recognition of **longer-term exceptional service to, or, the championing of, community rail**. This will reflect individual commitment to community rail and could be given to an individual from within community rail or a partner organisation.

**Note: Nominations are not needed for this award**



# Our Sponsors



## Angel Trains

Angel Trains is proud to be a partner in the 2021 Community Rail Awards. Community rail partnerships are even more important to the industry and the communities they serve following the recent unprecedented events. We are delighted to support and recognise the people who have made a difference over the last year and thank them for their contribution to the rail industry.



## Department for Transport

As the major funder of local rail services in England, the Department of Transport is a keen supporter of community rail. The key pillars of the community rail strategy create the framework for community rail to continue to flourish. We recognise that one of the most positive ways of sharing best practice and celebrating success is through the annual Community Rail Awards, and we are therefore delighted to be associated with them.



## Rail Delivery Group

The Rail Delivery Group is delighted to sponsor this year's Community Rail Awards which again recognise the vital role played by our people and crucially the communities they serve. We look forward to continuing to work with community rail partnerships as we look to maximise the railway's contribution to recovery, and we would like to take this opportunity to thank the Community Rail Network for their valuable work throughout the year.



## Great Western Railway

Great Western Railway is proud to be one of the headline sponsors of the 2021 Community Rail Awards. Despite all the challenges during the last 15 months, our community rail lines were amongst the most resilient and these are the routes our customers really valued. They will also be the routes that holidaymakers head for as we plan staycations and day trips this year and we need to be ready to make sure that we give returning and new customers the very best experience and the confidence to travel with us. This is how we will rebuild rail and how we will restart the shift from car to train. Community rail, and the efforts of our brilliant volunteers, are key in helping to achieve this, and we thank each and every one for all their hard work and commitment.



## South Western Railway

South Western Railway is delighted to co-host this year's Community Rail Awards in Southampton. Community rail is all about bringing communities together to work collaboratively to get the most out of their railways. In the face of the pandemic, it has been uplifting to see the hard work, resourcefulness and perseverance of so many community groups in overcoming challenges and making a positive difference within their communities. We are proud to celebrate the hard work of all volunteers nationally and look forward to welcoming you all to our network. Congratulations to everyone who has been nominated this year.



## Community Rail Lancashire

Community Rail Lancashire is once again delighted to sponsor the Small Projects Award. It is true to say that a lot can often be done with a little. Community rail partnerships and station groups are generally very good at coming up with low-value, high-impact schemes, often with some help from the small grants fund looked after by Community Rail Network. This award has attracted some very exciting projects in the past and with an ever-tightening financial position facing many, doing a lot with a little will become ever more important.



## Rock Rail

Rock Rail is proud to renew our sponsorship of the Best Community Engagement category to maintain our perpetual support of the Community Rail Awards and their role of rewarding the countless organisations who have been integral in the conservation of our railway during such testing times. We at Rock are honoured to participate in the industry's collective strive to provide passengers with a reliable and sustainable railway service connecting communities all across the UK.



## Eversholt Rail

Eversholt Rail is delighted once again to be a sponsor of the Community Rail Awards. We recognise and applaud the work and dedication of everyone across the railway industry, especially throughout this most challenging time, and it is fantastic to be joining in celebrating achievements. We greatly value our excellent working relationship and corporate partnership with the Community Rail Network team, which is fundamental to ensuring that we understand stakeholders' needs and provide cost-effective rolling stock solutions optimised to meet them.



# Our Sponsors



## LNER

Through our ambitious Community Investment Strategy, we are passionate about tackling the social issues that impact the communities we serve. We are extremely proud to be working collaboratively with community rail partnerships on this strategy and are delighted to be sponsoring this year's awards. The event provides a fantastic opportunity to celebrate the hard work and dedication of all involved. A huge well done to everyone who has been nominated.



## Abellio UK

Abellio UK is happy to be supporting this year's Community Rail Awards. The night is an important moment to celebrate the volunteers who make such an important contribution to the railway, and we wish all nominees best of luck for the evening.



## Transport for Greater Manchester



Transport for Greater Manchester

We believe that community rail is an important and valued part of a successful Greater Manchester transport network. It increases rail usage, improves stations and interconnectivity, supports economic growth and regeneration, encourages local tourism, and helps bring all our communities together. We are delighted to sponsor these awards in recognition of the fantastic and indispensable contribution made by volunteers and organisations.

## Greater Anglia

Greater Anglia is once again proud to be a sponsor of the Community Rail Awards. We're passionate about the benefits community rail and station adoption can bring for both the railway and the communities we serve, so we invest significant funding and resources into community rail across our network. We're also collaborating with our community rail partners and adopters to maximise the community benefits of the new trains we are currently introducing, as they transform the quality of service on our community rail routes. Together we can not only promote sustainable, healthy travel, but also underpin social and economic development, support diversity and inclusion, increase community involvement and better meet local needs.



## CrossCountry

CrossCountry is delighted to support the Community Rail Awards 2021 and sponsor the Best Communications category. These awards recognise passionate individuals who make a real difference to the villages, towns and cities that the railway serves, and celebrate the fantastic contribution community rail partnerships make to society.



## Merseyrail

Merseyrail is among the highest performing rail operators in the UK and is committed to serving the communities in which we operate. We are delighted to be associated with these awards, which celebrate the value of individuals in society who otherwise may not be recognised. We are extremely grateful to the many volunteers that give their own free time to help make our stations the wonderful welcoming places that they are.



## Transport for Wales

Transport for Wales is delighted to be sponsoring the programme for this year's Community Rail Awards. It has been challenging times for all, yet we continue to be hugely impressed with the great work that our community rail partnerships and station adopters do for our communities across Wales & Borders. We thank them for all their efforts. In collaboration with Community Rail Network, we are delighted to announce that we have introduced another new community rail partnership that will cover the Cardiff Valleys area.



## Grand Central Rail

Grand Central is proud to support the Community Rail Awards. Putting rail at the heart of the community underpins everything we do, and we are delighted that these awards recognise the fantastic work being done within community rail in engaging diversity, improving mobility and raising awareness. We wish all the nominees our heartfelt congratulations for the sterling work they're doing.



## Avanti West Coast

Community Rail Network plays a vital role in spreading the benefits of the railway to all the communities we serve on the West Coast route. West Coast Partnership are delighted to be sponsoring these awards, celebrating the work we do together to create opportunities across our network, both now and for the railway we're building for tomorrow.



# Our Sponsors



## TransPennine Express

TransPennine Express is delighted to support the Influencing Positive Change and Sustainability category of the Community Rail Awards. Under our new National Rail Contract we have exciting plans to deliver a truly sustainable railway that supports our communities in the North of England and into Scotland and provides real social value. Good luck to all the entrants!



## Porterbrook

Porterbrook is proud to be a corporate partner of Community Rail Network and to sponsor the 2021 Community Rail Awards. We have been at the heart of the UK rail network for over 25 years and we are committed to helping build a more sustainable, accessible and resilient railway. Partnership in action is integral to our approach and we are delighted to join in celebrating the important role that community rail partnerships, supporter groups and individuals play in promoting local rail services and enhancing the stations they serve.



## Transport for the North

With 20 community rail partnerships in the North, and more than 350 stations adopted by local communities, Transport for the North is delighted to sponsor the trophies for these brilliant awards, which recognise the often unsung work that goes into making our railways a safer and better place to be. Community rail plays a vital part in ensuring the rail offer to users is better tuned to community needs and expectations, and will be able to play a strong role in rebuilding rail demand after the pandemic.



## Northern Railway

Our community partners are the heartbeat of the railway and we're extremely proud to work closely with them to deliver such wide-ranging positive impacts for the north of England. Customers - and the diverse communities we serve - are at the heart of all we do and there is no doubt that the volunteers across our network help to engage with those communities and support the delivery of more sustainable futures. The Community Rail Awards are always a fantastic celebration of all that community rail achieves, we're delighted to sponsor them, so congratulations to all the nominees, and good luck!



## RSSB

Celebrating and promoting rail's social value has never been more important, so RSSB is delighted to be sponsoring these awards. It's wonderful to be recognising those who are helping local communities to rediscover the joy of train travel, and promoting rail at the heart of sustainable transport.



**South Western**  
 **Railway**

**GWR**

## Activities in support of the Community Rail Awards 2021

South Western Railway and Great Western Railway hope to be able to provide some additional activities in support of the awards in Southampton, however current uncertainties prevent firm plans being finalised and promoted, so we will provide an update by late August about what might be on offer.



**NB:** Community Rail Network recommends that you book your ticket for the event and your accommodation early as places at the awards may have to be limited this year. Check here for information on [Southampton hotels](#).



HEADLINE SPONSORSHIP



PLATINUM SPONSOR  
(TECHNICAL PRODUCTION & PROVISION)



DRINKS RECEPTION



GENERAL SPONSORSHIP



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A Better,  
Safer  
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PROGRAMME



TROPHIES



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