

Sponsorship of 'Youth Engagement in Community Rail' videos



About community rail:

Community rail is all about ensuring communities get the most from their railways. Working alongside local, regional, and national partners, community rail partnerships and groups around the country aim to play an important role in social inclusion, community wellbeing and economic development, and promote rail as a key part of sustainable, healthy travel.

[Community Rail Network](#) supports more than 75 [community rail partnerships](#) and over 310 smaller community groups, such as [station friends or adoption groups](#), around Britain. These groups work along railway routes to connect communities with the railway, train operator and other partners. They deliver a [range of activities](#) locally, often involving volunteers, which contributes significantly to the needs of their communities and the railways.

Youth Engagement in Community Rail

As outlined in the [Youth Engagement Report](#), community rail sees far more volunteers from older generations. In 2017 and 2018, 65% of respondents to our members' survey were aged 55 to 74, with less than 2% aged 18 to 24. It is a shame that the figures are so low because there are many benefits to young people volunteering, as well as to the wider community rail movement and the railway industry as a whole. Furthermore, the wider community benefits when young people take an active role in their local railway, and this can subsequently increase the social value of the work undertaken.

Community rail can:

- draw on young people's ideas, perspectives, help, dynamism, and future-focus
- engage more volunteers, greater support and involvement, aiding succession
- better represent and understand the community
- deliver and demonstrate greater social

Young people can:

- integrate, interact, participate, and make a difference in their community, beyond mainstream channels
- broaden their (mobility) horizons, and realise they can reach further afield and access more opportunities
- improve their confidence and capability to travel
- access and get into wider employment / training / education / social opportunities

The railways and rail industry can:

- draw on young people's ideas, perspectives, help, dynamism, and future-focus
- influence travel habits and encourage rail use
- better understand current and future passengers' needs
- develop its workforce and diversity
- achieve reduced anti-social behaviour at stations

Society and communities benefit from:

- interaction across generations and difference, building cohesion and resilience
- less pollution, improved local environment, reduced climate impact
- increased education and employment
- improved health and wellbeing
- 'early intervention' on social problems
- active citizenship
- social inclusion, social justice, social equity

In 2019, less than one-fifth of the railway workforce were 30 or under, and almost one-third (30%) over 51¹. Attracting young people to pursue careers in the industry through community rail engagement is one way to address this issue.

Creation of promotional videos

Community Rail Network would like to produce a suite of three 45-minute videos, promoting the opportunities that are available to young people by engaging with community rail. The aim is to raise awareness and encourage young people to engage with community rail through:

- Volunteering
- Work Experience
- Sitting on a community rail Board
- Becoming a youth ambassador
- Engaging with projects

The videos would be put together by specialist education broadcast company, [Learn Live](#). The Learn Live News Channel educates, inspires, and connects young people by broadcasting directly into the classroom from the comfort of a workplace. Learn Live uses cutting edge technology to create virtual, interactive, educating, and inspiring broadcasts that are shared with young individuals. The Learn Live News Channel covers a range of topics educating users on sexual health, rail and road safety, health and wellbeing, careers and much more. The Learn Live News Channel works with businesses and individuals to promote their key messages directly into schools and the wider community. Schools and colleges all around the UK can access these broadcasts for FREE.

Learn Live has 10,500 contacts for schools across the UK and over two million subscribers made up of parents, pupils, teachers, and others. Once produced, the three videos will be broadcast on the channel live and available on the site for on demand playing for one year. Copies of these videos will also be available for us to keep and share with groups after they are taken off the website. In addition to creating full length (45 minute) videos, a short, five-minute edition of each video will also be produced to share on social media and at events.

Suggested content for the three videos:

Video 1 – What is Community Rail?

A brief history of the movement; interviews with station friends (with a focus on youth volunteers); the work of CRPs (tourism, rail confidence, education, station enhancement projects); interviews with young people employed in Community Rail including TOCs, Network Rail etc. and the role of the Community Rail Network.

Video 2 - Case studies of young people

Interviews with young people who are involved with community rail and what they have gained from it – e.g. employability skills, networking etc. Interviews will include: A youth led CRP, a youth led adoption group; youth volunteers at groups (including those with SEND); youth directors and ambassadors who shape the future of their groups; and participants from projects that involve young people.

Video 3 – Next steps

The final video in the suite will outline how schools/colleges/young people can get involved with work featured in the first two videos. It will explain the type of engagement available e.g., safety/careers talks and

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/787082/rail-sector-in-numbers.pdf

rail confidence trips; apprenticeships and early careers advice related to community rail and wider rail industry; how to contact local TOC or CRP representatives. It will also feature case studies of young people who have either volunteered/worked in community rail and used this as a springboard for their career confirming why engagement can be fruitful.

Promotion and dissemination

The videos would be launched at the Community Rail Network conference which will be take place in November 2023. In addition to this we would also:

- Promote the videos to members via Community Rail News and the Community Rail Education Network; more widely via our social media; and issue a press release to relevant trade and specialist media.
- Host the videos on the Community Rail Network website.
- Learn Live would also promote the videos amongst their contacts.

Sponsorship Package

To sponsor one of the three promotional videos, the cost would be: £3,500.

To become the sole sponsor of the suite of three videos the cost would be £9,900.

These costs cover the cost of both staff time setting up and managing the content of the videos as well as the production costs for filming. A full budget is available upon request.

Sponsorship benefits

- Sponsor logo displayed on both 45 minute and 5-minute videos.
- Sponsors mentioned in the broadcast information on the Learn Live Channel.
- Opportunity for sponsor organisation staff to feature on the videos to promote the work they do (and link it to Community Rail/social value)
- Full analytics of viewing figures conducted by Learn Live which can create social value data that the video brings to the industry, with a mini report about impact after the videos have been live for a year.
- Communications about the project to be led by Community Rail Network including:
 - Official launch at the annual Community Rail conference (attended by over 150 people) and further promotion at relevant Community Rail Network run events.
 - Prominent acknowledgement as sponsor and a quote in our media releases.
 - Social media promotion (with sponsor organisation links).
- Company logo displayed on our partner/sponsor web pages (currently under development) with 50-100 words about why the organisation sponsors the project and supports community rail.

To discuss this proposal further please contact Education and Youth Engagement Advisor Karen Bennett (07365 138233 / karen@communityrail.org.uk)