

Jools Townsend

Chief executive

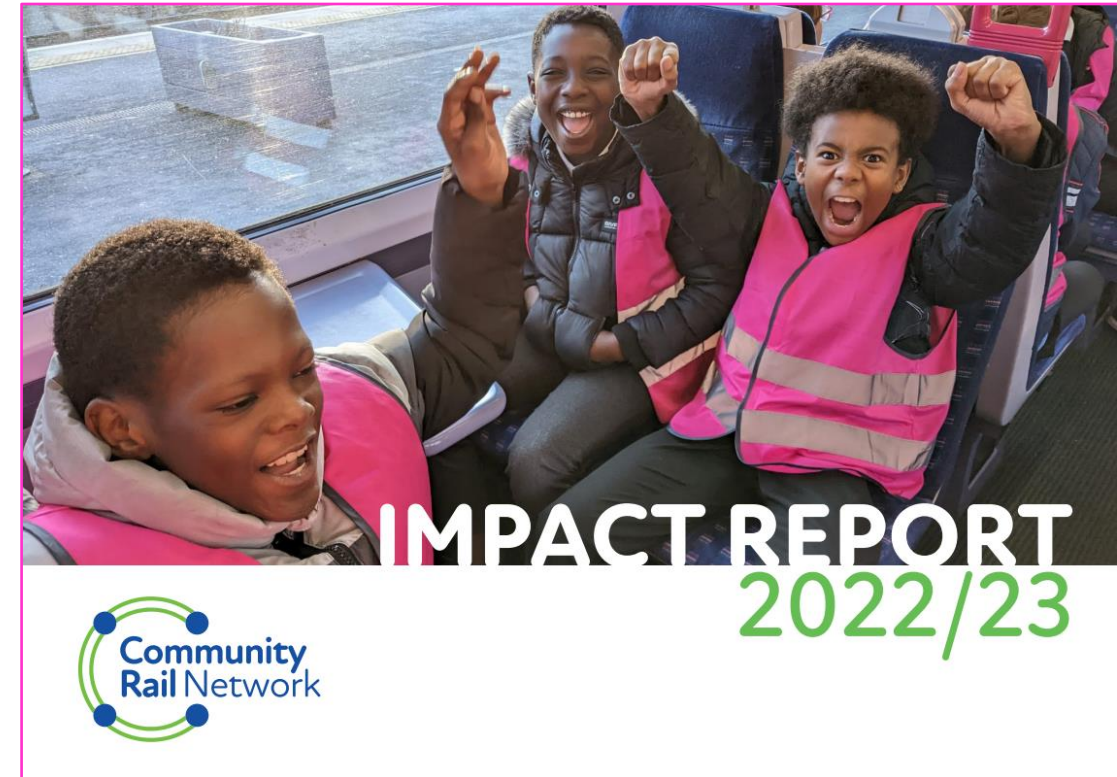
AGM, 7 Nov 2023



Impact report 2022-23



- Funding challenges emerging after the year end
- Ongoing industrial action
- But we laid strong foundations for weathering the storm
- And reasons to be positive moving forward



Key numbers on us & our delivery

- ✓ 75 community rail partnership members
- ✓ 322 station friends & community station members
- ✓ 20 webinars, training courses & events
- ✓ 200 entries to our awards, with 15 winners & 430 guests
- ✓ 81 activities held in Community Rail Week
- ✓ 6,805 social media friends/followers/subscribers
- ✓ £387,604 provided in grants
- ✓ 22 staff members



Supporting & empowering members



- 1,100 instances of support; 55 accreditations
- 4 webinars, 6 workshops, 5 network sessions, 1 conference
- Tailored support for officers + chairs + station groups
- Helping you adapt and respond, while being more proactive
- Leadership & expertise on education, tourism, multi-modal



Friends of Bishopstone Station



South Wessex CRP



Our new officers' training

Strategic & policy advice



- Advising via: Ministers, Shadow teams, Net Zero Transport Board, the Lords' Built Environment Committee, DfT teams
- Chairing Sustainable Transport Alliance
- Regional engagement with mayors, senior officials, consultations on strategy & transport related exclusion

>> Always showcasing your examples & views

Meeting Lee Waters MS, Welsh Government Deputy Minister for Climate Change and Transport, with South West Wales Connected and Wales & Borders CRPs



Putting community rail at the forefront of change

- Growing Scenic Rail Britain reach: 8.2k web visitors/month; 2.5k bulletin subs; 13k social followers
- Days Out by Rail campaign
- 'Let's go for 1 in 5' campaign in Scotland
- Major report on inclusion & accessibility
- Awards back to full strength: 200 entries, 430 guests
- Community Rail Week 2022: Give the Train a Try





Community Rail Week in numbers



55

community rail partnerships
and station volunteer
groups participated



81

member-led events &
activities took place
throughout the week



2,000

unique users visited
CommunityRail.org.uk



2.2K

posts under the
#CommunityRailWeek &
#GiveTheTrainATry hashtag



16million

users reached through
#CommunityRailWeek posts on social
media from partners & supporters



55

pieces of media coverage
online, in print & broadcast



229

retweets of Community Rail
Network content on Twitter alone



2.37M

estimated views of media
coverage based on audience
reach & engagement rate

Tackling loneliness project

“It was great to get away from home life and to experience new things. It made me realise there’s more out there than we know.”

“I wanted to join this project because getting back outside post-Covid was extremely difficult. I wanted to push myself out of my comfort zone. I wanted to meet new friends... push my art skills and meet new people.”

“We don't really do things like this, that's why we were excited.”

“I was terrified of being on a train platform... And because it was a rational fear, I didn't think I'd get over it but today I did. Incredible.”

“I feel more confident after today and know I can do it.”

“I have worked on my confidence because I never wanted to go on a train, hated the thought but now I feel alright about it.”



Creating a conducive environment



- Building relationships and awareness among decision-makers
- Engagement with rail transformation
- Joint grant bids with CRPs
- Growing corporate partnership scheme
- Growing our evidence base
- Responding to the funding crisis (May 23)



Community
Rail
Conference,
March 2023



Alderley Edge
Station
Volunteer
Group



Members' survey 2023

- Good value? 94% CRPs & 89% station groups say 👍
 - Good communication? 84% CRPs & 87% station gps say 👍
 - Joined events/training? 92% CRPs & 73% station gps say 👍
 - Had direct support? 98% CRPs & 59% station gps say 👍
 - Involved in campaigns? 84% CRPs & 24% station gps say 👍

 - CRP focuses: local engagement, tourism & leisure, various others
 - Station groups: local engagement, volunteering, gardening/wildlife
 - Support for sharing insights on wide-ranging policy issues
- >> Development areas: support/comms through uncertainty, diversifying funding, evidencing value, community voice



Looking ahead to 2024-25

- Strengthening support while growing the movement: new strategy
- Major focus on fundraising & resilience
- Evidencing our/your impacts & value
- Developing education/youth engagement
- More/bigger modal integration projects
- Further developing Scenic Rail Britain and our tourism/leisure support
- Strengthening regional relationships and proactive PR for public awareness
- Negotiating a changing political landscape
- Possible charity registration
- Growing our corporate partnerships

Friends of Goostrey
Station's Coronation
Celebrations



A trip to
Ribblehead with
Community Rail
Lancashire

Key opportunities for you



- Community Rail Conference (13-14 Nov)
- Community Rail Awards (18-19 Mar)
- Community Rail Week (20-26 May)
- Networking & sharing sessions for officers / chairs / station groups
- Tourism, education & modal integration networks
- Topic-specific training, webinars, resources
- Fundraising toolkit
- New Value of Community Rail report
- Talk to the team for queries and help

>> Please share evidence of your impact!



Southeast
Communities Rail
Partnership

Use your member benefits:
communityrail.org.uk/join-us

Keep up to date:
[@Community_Rail](https://communityrail.org.uk)

Keep talking to us:
[communityrail.org.uk/about-us/
our-team-and-board/](https://communityrail.org.uk/about-us/our-team-and-board/)



Members of the Time Out Group 'give the train a try' with Alderley Edge Station Volunteer Group

Questions, comments, thoughts?