

Case studies: member organisations using the Impact platform

Station Adoption groups

- Elmstead Woods
- Alderley Edge

Community Rail Partnerships

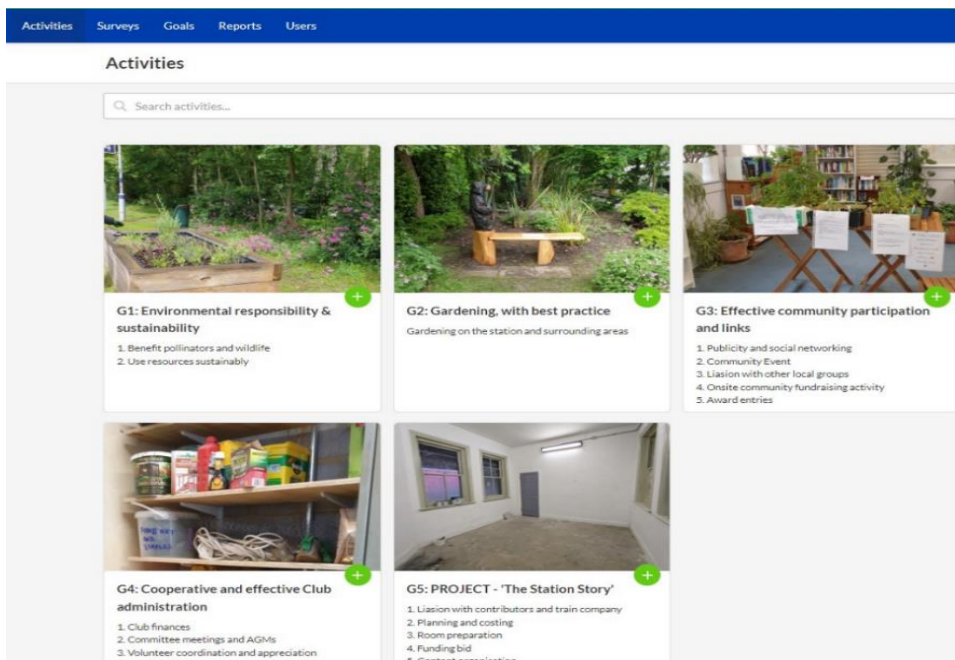
- Meldreth, Shepreth and Foxtan CRP
- Platform project (Sevenside, Gloucestershire, Worcestershire and TransWilts CRPs)
- Community Rail Lancashire

Elmstead Woods Station Garden Club

"We use Impact to log what we do each week against our group's overall goals. That is useful for us in several ways:

- It helps us to formalise our aims and objectives
- It provides a record to remind ourselves of what we did and when
- It helps us with forward planning
- It allows us to record and monitor the time spent on different activities – for example, doing the accounts – something we hadn't really allowed for before."

Sally Bywater, Elmstead Woods Station Volunteer




The screenshot shows the 'Activities' section of the Impact platform. At the top, there is a navigation bar with 'Activities', 'Surveys', 'Goals', 'Reports', and 'Users'. Below this is a search bar labeled 'Search activities...'. The main content area displays a grid of five activity logs, each with a representative image and a list of goals:

- G1: Environmental responsibility & sustainability**
 - 1. Benefit pollinators and wildlife
 - 2. Use resources sustainably
- G2: Gardening, with best practice**
 - Gardening on the station and surrounding areas
- G3: Effective community participation and links**
 - 1. Publicity and social networking
 - 2. Community Event
 - 3. Liasion with other local groups
 - 4. Onsite community fundraising activity
 - 5. Award entries
- G4: Cooperative and effective Club administration**
 - 1. Club finances
 - 2. Committees meetings and AGMs
 - 3. Volunteer coordination and appreciation
 - 4. Raffle/raze
- G5: PROJECT - 'The Station Story'**
 - 1. Liasion with contributors and train company
 - 2. Planning and costing
 - 3. Room preparation
 - 4. Funding bid
 - 5. Content organisation

Elmstead Woods worked with Community Rail Network to create a set of bespoke activity logs so that they can track exactly what they want against their own goals. All other activity logs have been removed from view.

Alderley Edge Station Volunteers

"Alderley Edge Station Volunteer Group have been in existence for just over two years. We have embraced Impact since we first read about it. We have got in to the discipline of using it so we can record and review our activities on an ongoing basis.





SA Alderley Edge Station Volunteers Spent for 1 hour 30 minutes (1.50 Hours) on 20/04/22

Keeping the station tidy - Logged 2 months ago

Derek Grayson, Stewart Dyer and Kelvin Briggs cleared leaves from under platform 1 footbridge .16 bags.

⋮








SA Alderley Edge Station Volunteers Spent for 1 hour 30 minutes (1.50 Hours) on 13/04/22

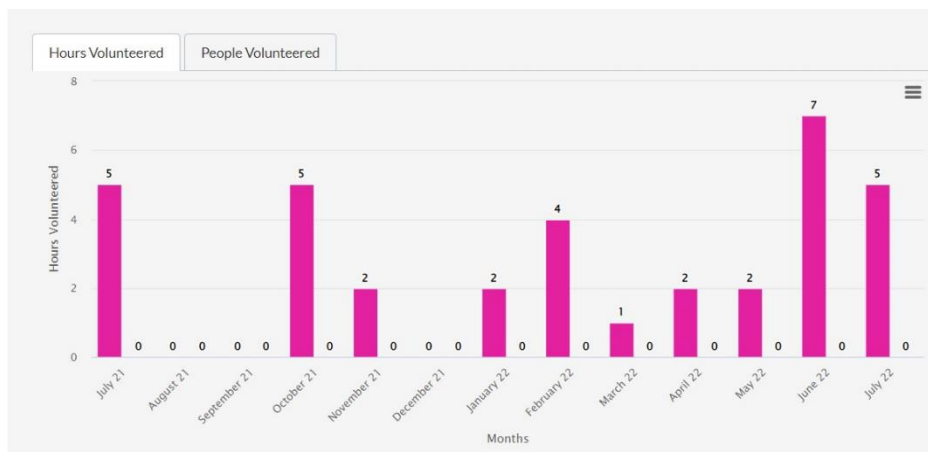
Keeping the station tidy - Logged 2 months ago

Leslie Cox , Stewart Dyer , Derek Grayson and Kelvin Briggs planted up new narrow flower bed on platform 1 and weeded beneath the platform wall

⋮

"It helps us record specific projects with both a textual and photographic record. We know how many hours we have devoted to manual tasks, such as gardening at the station, and how many hours we spend promoting our group and community rail on social media and in the local community. It's great to have all this recorded information in one place so we can simply review and pick out evidence of our progress when deciding future action priorities.



A chart showing hours volunteered gardening on the station

"There are simple drop-down menus to pick out the common tasks associated with station adoption. We know it can be customised to include more specific things and, if we require it, help is close at hand.

"In the future we will use the survey tools to help gain a stronger grasp of local issues that we are interested in. Recent online training from Community Rail Network has given us some ideas about how we can use the wider functionality for our benefit.

“It’s useful to have information from Impact at your fingertips when applying for grants. The data is there to jog your memory on progress against goals rather than relying on memory or trawling back through emails etc for information.

“We would recommend Impact to other groups looking to record and plan for the future. While it requires a certain amount of dedication to record activities, we find it worthwhile and can’t imagine not using it to improve our focus and future performance.”

Kelvin Briggs, Alderley Edge Station Volunteer

Alderley Edge Station Volunteers use the existing activity logs for station volunteers that are already on Impact. Station groups can decide which of these activities they want to use, or they can create their own (see Elmstead Woods)

Meldreth, Shepreth and Foxton Community Rail Partnership

The Meldreth, Shepreth and Foxton Community Rail Partnership is working with the local Practical Solutions Group to find out how residents feel about the lighting, artwork, and vegetation at an underpass between Meldreth Station and Melbourn, a local village.

After workshoping questions with the local secondary school, the CRP used the Impact platform to set up an online survey. The survey was promoted via local Facebook groups, in parish magazines, in school newsletters, via posters at the station, along the path, and in local villages. The poster carried a QR code so that people could easily access the survey on their phones. Paper copies were also made available at the station and local community hub.



Do you use the
Meldreth to Melbourn Underpass?
Would you like to make it a nicer place?

Please complete our survey

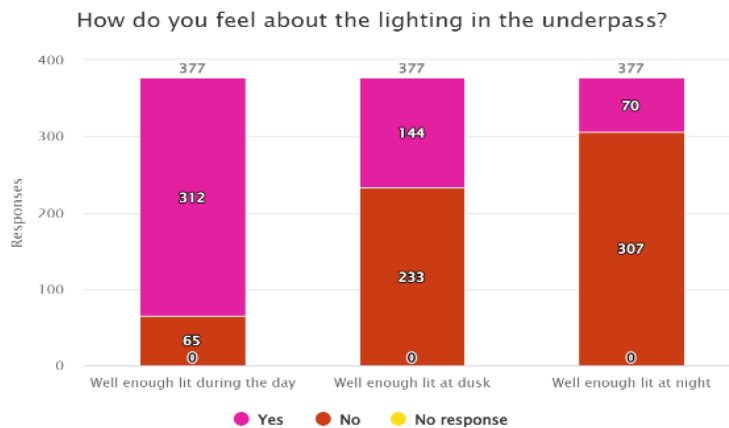
- Scan the QR Code
- Visit <https://bit.ly/meldrethunderpass>
- Or pick up a paper copy of the survey at the Melbourn Hub or Meldreth Station

Consultation closes 18th June 2022

This survey is a collaboration between the Parish, District and County Councils, Melbourn Village College and the Meldreth, Shepreth and Foxton Community Rail Partnership.

“One of the most useful aspects of the platform was being able to see and analyse the responses as they came in. We could see when the first peak of responses had tailed off, and thus do additional social media promotion. As the deadline for completing the survey approached it became clear that we had far fewer responses from the under 18’s age group than other groups. This meant we could arrange in-person events at the underpass to coincide with the school run to bolster the numbers in that category, and the survey finished with a much more even spread of responses from all age groups.”

Sarah Grove, Community Rail Officer

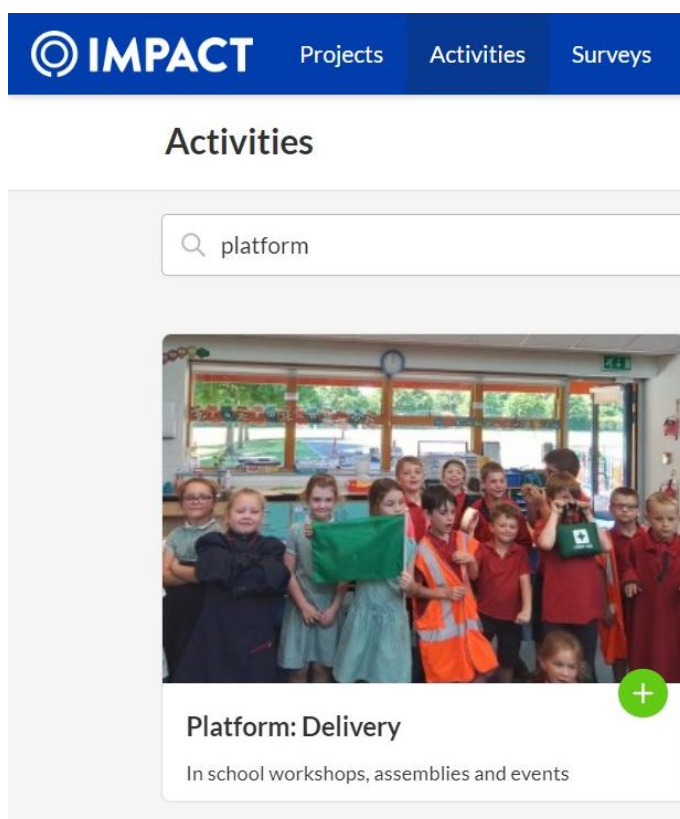


Impact users can create surveys, polls or forms using the survey function. Sarah created a QR code to link to her survey but you can also send the link via email or social media as well as surveying in person and recording the results directly. Read the [guidance sheet for creating surveys](#) before you start.

Platform

Platform is an education project hosted by Severnside CRP, with joint working across Severnside, Gloucestershire CRP, TransWilts CRP and Worcestershire CRP areas.

Platform are using Impact in four ways:



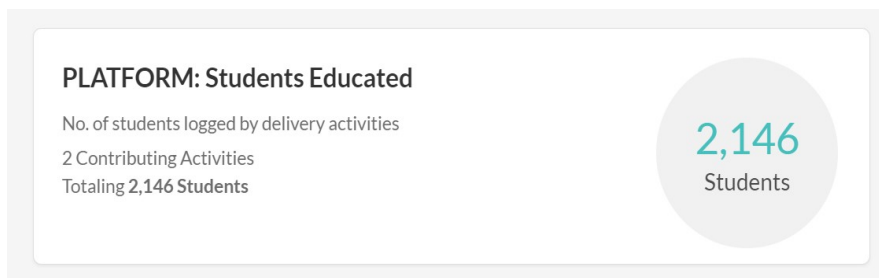
IMPACT Projects Activities Surveys

Activities

platform

Platform: Delivery
In school workshops, assemblies and events

- Logging how many students we see in schools and, separately, how many students we take on trains. We do this via activities and also log information about CRP area, number of free school meals, number of SEN, number of new users etc.
- A booking form for schools who are travelling by train with us; we do this via the survey function
- Tracking engagement we have across multiple agencies; we do this via the survey function
- Gathering feedback from teachers who have worked with us, and gathering feedback from parents whose children have worked with us (via QR code stickers); we do this via the survey function.



“Impact is allowing us to easily track our engagement as we go along and is also doing all the hard work for us with regards to seeing which CRP areas we are delivering in, and how much. Impact makes the process for monthly reporting back to my steering group far more straightforward.

“Other things that are useful:

- We can upload images and files when tracking activities to go with the activity log
- We can all work on it as a team and have the information stored centrally
- Data can be presented in a variety of ways, such as through graphs and word-clouds.

Emilie Dawson, Learning Development Manager, Platform

Platform have a set of bespoke activity logs enabling them to track the outputs for their project and they use the survey function. We have recently created a count (goal) that quickly shows how many young people they have worked with. Email impact@communityrail.org.uk if you'd like to explore creating bespoke activity logs for your project.

Community Rail Lancashire

“I use impact to record our engagement with young people. It's really useful to track how many we have worked with – for example, I realised I worked with 900 young people in the 2nd quarter of 2022.

“I have also used Impact to create surveys which has been really useful as they are quick to set up and we can easily see and analyse the results.”

Karen Bennett, Community Rail Education Development Officer

CRL have a set of bespoke activity logs for their projects that capture the information they need. They enter the postcode for each school they work with, and these are plotted on a map to allow for an easy visual guide to their area of work.


The next page shows the Impact map and part of the bespoke Activity log

IMPACT Projects Activities Surveys Goals Reports Users Beneficiaries

CRL Education Workshops

Activity feed All logs Cross-Tab Report Downloads **Map** Evidence

We have found 77 postcodes and grouped them by area below:



IMPACT Projects Activities Surveys Goal

CRL Education Workshops

Number of Students Educated

When did you do it?

+ Add end date

I'm logging this for...

User

CRP Community Rail Lancashire

School name

Postcode

How was the project/work delivered

Signing up for an Impact account

The Impact Platform is for use by members of Community Rail Network only. If you'd like to explore how you can use Impact and set up a user account please contact impact@communityrail.org.uk

We run regular online demo sessions (members only) and these are advertised in our [Events Diary](#). We can also organise a demo just for your group if you contact the impact email address.