

# An unlikely partnering!



# Who is Sellafield?



- Primary economic and social driver in West Cumbria
- Sellafield is the largest nuclear sites in Europe so internationally important
- Many projects now relating to the nuclear decommissioning process
- Over 13,000 employees and contractors with a variety of shift patterns
- Primary stakeholder and funder for the Cumbrian Coast Line CRP for 12+ years

# The Background



Photo courtesy of Community Rail Cumbria

- Met at Cumbria County Council's Nuclear Transport Group in 2010
- Similar objectives to support both Sellafield staff and environment
- Aim: Contribute to and stimulate the economic wellbeing and growth of all areas served by the rail network across Cumbria
- Interface with key organisations across rail industry

# Modal Shift – Why the Need?



# Challenges

- Unreliability of rail services
- Shift patterns and rail timetable unaligned
- Perceived length of journey times
- Reluctance to leave the car at home
- World class employer versus grim station facilities – disgraceful toilet area, poor waiting facilities, no retail, no artwork/ photography





# Rail Improvements

- Timetable and shift patterns aligned as part of the May 2018 timetable changes
- Alliances with Network Rail to secure infrastructure enhancements
- Marketing and income generation
- Developing business, community and commercial involvement in and around stations
- Direct access to NSIP (National Station Improvement Programme)
- Enhanced community involvement through 'adoption' procedures

**In real terms this would provide more services, increase capacity, improve rolling stock and investment opportunities in stations and facilities over the lifetime of the franchise.**



# Building Relationships

- CRP and County Council informed franchise process specifically about:
  - \* Sellafield's current and suppressed workforce travel demands
  - \* Urgent infrastructure and service requirements arising from the significant nuclear industry developments on the horizon
- Funding for a total renovation of Workington station at a cost of over £1m
- Public toilets now operational at Workington
- Removal of single units (except in times of emergency) operating at peak times for Sellafield employees
- Allocation of the single unit available under the cascade system to the Cumbrian Coast Line to alleviate overcrowding issues on the early-morning service from Maryport
- Installation of shelters on stations used by Sellafield employees
- Installation of CIS now operational at many stations along the line



Workington Hub

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Maryport Hub

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## DCRDF Funding – ‘Driving Modal Shift’

- Establishing a rail season-ticket ‘loan’ system for Sellafield employees with the added incentive of a month free rail travel. (to be repaid via individual salary contributions)
- CRP interaction with Sellafield’s Land and Logistics team to identify travel trends
- Establishment of a specific ‘rail forum’ within Sellafield’s private intranet
- A comprehensive poster campaign throughout the Sellafield site on the theme ‘use the train’\*
- Re-routing of the Sellafield site’s internal bus system to meet all incoming and outgoing rail services
- Installation of automatic number plate recognition barriers to prevent unauthorized car entry to the Sellafield site.
- Extensive PR articles regarding rail-related initiatives through Sellafield’s in-house magazine called ‘Energise’ which has a large-scale distribution throughout other nuclear industry sites.
- Extensive and ongoing targeted leaflet campaign in welfare facilities – canteens, medical centres, break-out areas, rest areas, etc.
- On-site workforce surveys to ascertain rail station preferences
- Face-to-face surveys with existing rail users
- Extensive co-ordination, management feedback and development of ongoing initiatives



# The Future

- Continue to work with rail industry to secure timetable reliability which will increase appeal of rail travel to employees and drive footfall
- Influence future rail plans to increase capacity along the line
- Work with rail operator to increase cycle storage on board and at stations
- Continue to work with Sellafield Ltd to promote the line as the preferred mode of travel
  - Promote the 'Northern' salary sacrifice scheme
  - Promote other attractions along the line
  - Continue to develop alignment with shift patterns
  - Reduce reliance on subsidised park and ride schemes
  - Support Sellafield in developing travel apps for employees
  - Continue to develop station adoption/community schemes
- Use the findings from this piece of work to develop a good practice template for other organisations to consider e.g. BAE



# Summary of Achievements

- Additional units introduced to avoid overcrowding during peak times
- Alignment of shift patterns with rail timetables
- Addressing car parking issues
- Scoping for potential transport hubs at both Corkickle and Askam
- Monitoring of rolling stock
- Continued passenger footfall counts at Sellafield station
- Joint station adoption scheme between Community Rail Cumbria and Sellafield Ltd
- Coffee van initiative (at stations with no facilities)
- Station development/ improvements – including waiting room facilities and unisex toilet cubicles
- Introduction of Sellafield Park and Ride bus services in Whitehaven
- Reduced traffic along A595

# Thank you!

In case of further enquiry please contact:

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**Sellafield Ltd**