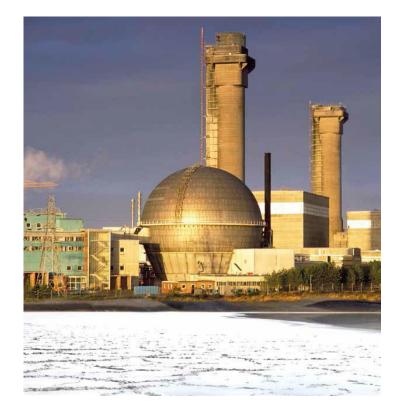
An unlikely partnering!







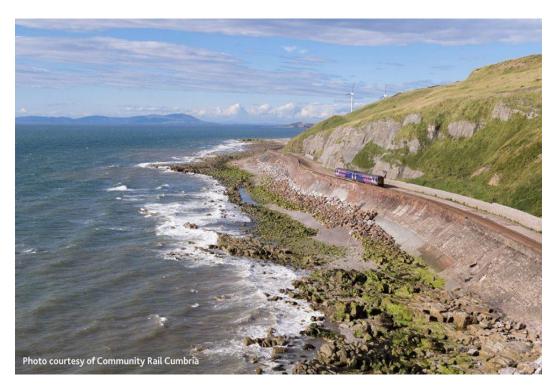
Who is Sellafield?





- 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





- 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 supressed 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









Maryport Hub



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, breakout 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
 - \circ Support Sellafield in developing travel apps for employees
 - \circ $\,$ 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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