

Celebrating Outstanding Achievement  
in Community Rail

# AC:RP

## Community Rail Awards 2017

# Winners

Thursday 5 October 2017 - The Roundhouse, Derby

BOOKLET SPONSORED BY **porterbrook** 

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# Congratulations



**Warmest congratulations to all the winners of our prestigious Community Rail Awards 2017 – and everyone who contributed to the fantastic 201 entries we received. The examples in this booklet show what amazing results are being achieved by community rail partnerships, station friends, and others involved in community rail around the country.**

Our awards are about celebrating the passion and hard work of everyone involved in community rail. But they also play a critical function. They help us to understand the breadth of work happening across this wonderful grassroots movement, to share good practice, and to spread the word about what community rail is all about. They help build understanding of community rail's role in engaging local people and their railways, making a vital contribution to mobility, sustainability, prosperity, health and wellbeing.



If you are reading this booklet to find out more about community rail, we hope you enjoy learning about what can be achieved through positive, collaborative work to enable communities to get the most from their railways. We encourage you to get in touch with us, the umbrella body for community rail, to explore how we can work together.



**Jools Townsend**, chief executive, ACoRP

# Involving Children and Young People

sponsored by Rail Media

# First

## Devon & Cornwall Rail Partnership for The Carbon Reduction Challenge

### Concept and aims

The idea of the Carbon Reduction Challenge was to run a programme of school engagement centred around a competition, promoting awareness of rail as a form of sustainable travel among primary school children, cutting across curriculum themes. A key aim was to involve the wider community, not just the classes, by getting children to act as ambassadors at home and at school, hoping to change habits through 'pester power'. The competition element helped to incentivise children to get adults involved.

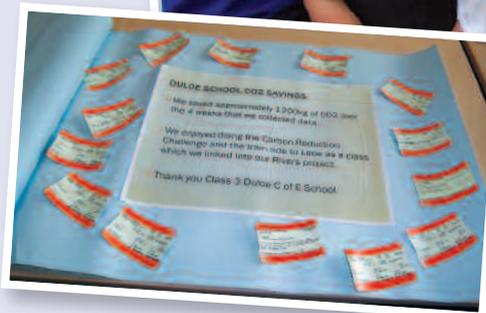
### What happened

A lesson learnt early on was to do with getting schools involved. The Partnership initially focussed on a new line (the Maritime Line) where they had done little work before and this proved difficult, showing how important relationships are when it comes to school projects. When the Partnership then contacted schools around the Looe and Tamar Valley lines, where they have worked extensively, schools signed up straight away.

Schools were invited to take part with an offer of a free taster trip on the train. Before this, each school had a visit from Devon & Cornwall Rail Partnership's development officer, who explained the project and played a specially commissioned video starring Coco the cat - [www.youtube.com/watch?v=c8ehk-J9p9g](http://www.youtube.com/watch?v=c8ehk-J9p9g).

This encouraged children to explore their area by train and encourage friends and family to do the same. The idea was to empower children immediately to become ambassadors for the project, and the response was positive: teachers were interested and children enchanted by the animation.

The pilot had eight schools sign up to take part. The projects submitted to the competition ranged from posters warning of the dangers of climate change, video debates and question time sessions, to a rap. The winning school produced a book looking at greenhouse gasses and fossil fuels, sustainable transport and train travel. This school measured the CO2 savings made over a month of swapping car journeys for train journeys and the total was 1.2 tonnes, equivalent to driving from Cornwall to Scotland and back three times.



### Results

The project fulfilled its objectives with numerous schools involved, some great projects and a winning school that put a huge amount of

time and effort into measuring their carbon data and their creative project.

The story on Facebook received 1,000 views, the Coco animation 520 views, and the story was covered in the Cornish Times. An unexpected result was the Partnership being invited to a Science, Technology, Engineering and Maths (STEM) day by Cornwall Learning. This was for local teachers to meet with organisations that can help with teaching STEM subjects and has led to new contacts being made for future projects.

Most importantly, the children involved developed language, literacy, geography and science skills and awareness through exploring the global concepts of climate and carbon reduction. They have been given the opportunity to examine their values and attitudes and understand the global context of their local lives.

Teacher Veronica White, Duloe School, said "The children were fully engaged in the project and enjoyed completing the research, posters and collecting and analysing the data. We were able to use the project across several subject areas: maths, geography, PSHE and ICT. We are delighted to have won."

# Involving Children and Young People

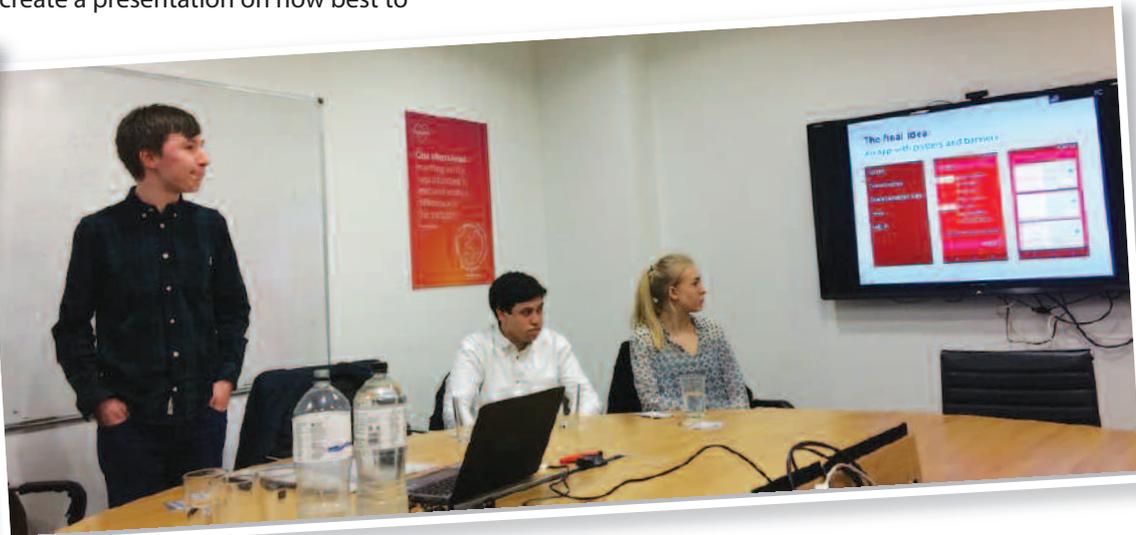
sponsored by Rail Media

## Second

### Abbey Line CRP for Oaklands College Marketing Project

The Abbey Line CRP does a wonderful job taking up many initiatives around the county, to promote the branch line and bring the community together. Its Oaklands College initiative was designed to get young people involved in the local community as well as local railway heritage. The project asked students to create a presentation on how best to

rejuvenate passenger growth on the line. This resulted in creative fresh ideas which were presented before a London Midland panel at their head offices. Many organisations came together to make this initiative happen.



## Third

### Helmsdale CIC for Helmsdale Station & Gray's School of Art Photographic Darkroom Partnership Project

When Helmsdale Station building was restored, Helmsdale CIC wanted a 'unique selling point' that would:

- attract young people and encourage rail travel habits
- promote the scenery of the far north of Scotland, as since the decline of the fishing industry the local economy relies on tourism
- maximise station accommodation usage
- increase ridership on the Far North line

Hence a photographic darkroom was included into the Station, now operated in partnership with Gray's School of Art, Robert Gordon University. With their tutors, photography students travel by rail (some for the first time) to the station for residential study courses, including special effects and local scene photography.



# Involving Diverse Groups

sponsored by Northern

# First

## London Midland, Sandwell College and Smethwick Rolfe Street adopters for Smethwick Rolfe Street Station regeneration

### Concept and aims

Smethwick Rolfe Street is an inner-city station near Birmingham, opened in 1852, in one of the most diverse parts of the West Midlands, with a vibrant cultural mix. Sister station Galton Bridge, opened in 1995, is a mile away, fully accessible and with a footfall of 0.64 million (one third more than Rolfe Street). Rolfe Street station staff are passionate about their historic station and felt it was being left behind the newer Galton Bridge. They wanted to make it more welcoming to the diverse community and encourage its use by involving the community in improvements.

### What happened

London Midland worked with the Smethwick Abrahamic Foundation, which brings Muslims together with all faiths to improve their community and run events. They spoke to local groups and introduced people interested in regenerating the station garden. Through their help local family Abdul, Sultana and Muhammed Shahid joined with Janet Cartwright, 75, the first female grower working for Smethwick Parks in the 1960's and who helps with church gardens, to form the station's first adoption group.

The garden needed much work to make it a manageable plot, which was achieved with the support of London Midland and Network Rail. Janet chose low maintenance, drought resistant shrubs and fragrant herbs that are good for bees. London Midland worked with the Birmingham Intensive Therapy Association, which provides volunteering and employment opportunities in gardening for people experiencing mental ill health. They provided the plants, grown by their volunteers, and lent the tools.

In May, the adopters joined with London Midland's Safety and Environment team, colleagues from Network Rail and Transport for the West Midlands and Rolfe Street staff, to re-compost the garden, plant it up and cover the beds with bark. It was an enjoyable day and adopter Abdul made a video to capture everyone working together. The adopters were especially proud of their adoption plaque in the garden.

This has been complemented by improvements to the station building, including complete refurbishment of the station master's office, making it into a station history and community exhibition space. Sandwell College were engaged, leading to a students' work experience project planning an

ambitious programme of works to re-plaster and paint the room and install an exhibition. Gaining permissions relating to Control of Hazardous Substances to Health was lengthy but hurdles were overcome by working closely with London Midland properties colleagues and Network Rail's account manager. Work was completed by three teams of students studying construction. Supervised by tutors, they took just six days to complete the work. For the first exhibition, station colleague Peter Chapman worked with Sandwell Council archives to put together a history of the station, complemented with images of the station projects.

### Results

- Diverse groups engaged and working together and a lasting relationship formed with the community
- A more welcoming station
- The adopters are looking at their next project, a wildlife art project with schools, to complement the garden
- A refurbished room at the station, providing a ready-made community meeting and exhibition space
- The students have learned through being involved in a real-life project; they have had to think on their feet and solve problems, and working for a 'client' has prepared them for work
- Sandwell College videoed the project to encourage other local businesses to take part in their construction work experience programme (see <http://bit.ly/CRA17Im>)
- The materials for the work experience and adoption project totalled £495, so the benefit/cost ratio from above must be exceptional.



# Involving Diverse Groups

sponsored by Northern

## Second

### Community Rail Cumbria for The Rail Journey to Recovery

This collaborative project between the Cumbrian Coast CRP and charity Turning Point is specifically designed to help people trying to free themselves from the shackles of alcohol and drug addiction.

Through integrating beneficial rail-based activity – station maintenance, surveys, gardening, etc – within structured programmes of rehabilitation, the residents of Stanfield House in Workington have gained the confidence and skills essential for integration back into mainstream society. Benefits of the project extend further, to community understanding of addiction and as a motivational project for national development.



## Third

### Sevenside CRP, University of the West of England & Great Western Railway for Days Out by Train in the West of England

Days Out by Train in the West of England was established to improve the Community Rail Partnership's understanding of barriers to rail travel for low-income communities living in the West of England.

This was achieved with a grant from Great Western Railway's Customers & Communities Improvement Fund, providing group rail

tickets for 120 eligible organisations. The scheme benefited over 2,000 participants living in socio-economic deprivation, including refugees. Participants completed a survey, which provided the basis for a study by the Centre for Society and Transport at the University of the West of England. The findings of the report will influence future decisions around local rail.



# Community Art Schemes

Permanent



First

## ScotRail Alliance for Kilmarnock Connections

### Concept and aims

Kilmarnock Connections is a permanent public artwork that aimed to revitalise Kilmarnock Station Underpass, officially opened on 7 December 2016. The project was initiated by a partnership led by ScotRail, as an integral feature of a £300,000 project to upgrade the underpass.

Kilmarnock is a town in East Ayrshire, 18 miles west of Glasgow. With a population of 46,000, the town has suffered economic decline. The railway station lies at the heart of the town with direct connections to Glasgow and Ayr. The station's buildings have been the subject of community rail led investment that has seen various new community uses. However, the underpass, which provides access to the station and acts as a public thoroughfare connecting the town to residential areas and a college, was in a poor condition. It therefore acted as a blight on the station and provided little by way of a welcome to the town. Recognising the need to support regeneration of the town centre and new college, ScotRail developed a package of funding to redevelop the underpass. The ambition was to not only upgrade the area but introduce a public art and community development element to the project to enhance its future sustainability.

### What happened

ScotRail commissioned award-winning community art organisation WAVEparticle to lead the project. The brief provided sought to ensure that local knowledge and participation was at the heart of the process. WAVEparticle hosted a series of community workshops and meetings, including at the Killie Browser bookshop in the station, Dean Castle, local schools and the new Kilmarnock Campus of Ayrshire College. They encouraged people to bring a drawing, story or anecdote that connects to or says something about Kilmarnock or the station. The response was overwhelmingly positive, with many people keen to be involved.

People got in touch with wonderful stories and images that celebrate the town, including a story about the railway station porter who discovered a dog in a goods wagon and chased it down platform shouting, "Stop that dog!" These stories and images provided the inspiration for the artwork that was installed.

The team also presented at the Ayrshire Artist Network event at Dean Castle, where they met cycling legend Graeme Obree, who lives in Kilmarnock. Graeme generously donated items for a permanent display box. The final artwork is a series of wall mounted features designed to allow content to be added on an ongoing basis, as a 'living museum'. There is a series of



10 bespoke hexagonal display boxes, permanently installed in the underpass, where individuals and organisations have been invited to exhibit objects and artefacts. For example, The Dick Institute, the Railway Heritage Trust, Creative Spaces, the Artist Network and local artist Justin Wilson are all curating boxes. The hexagonal cluster design emerged as an appropriate choice as it reflects the connectivity of the town. In the past the town was connected through a hive of industry, now it is winning awards for the strength of its community.

### Results

Aside from a wonderful new piece of artwork welcoming visitors to Kilmarnock and giving local people a sense of pride, the level of community engagement was an important outcome. A series of workshops and meetings with schools, colleges, businesses, organisations and individuals took place, to generate content for artwork. Over 250 people were involved and many continue to support the project, through regular updates of the displays.

Participating schools and colleges included: Park School; St. Andrew's Primary School; Annanhill Primary School; Ayrshire College. Other creative and community involvement and input came from: The Kilmarnock Railway Heritage Trust; The Dick Institute; Creative Spaces; Taylor McIlroy, local filmmaker; Artist Network; Justin Wilson, local artist; NG13 stakeholder meeting; Frank Beattie, writer and journalist; Andy Colvin, community worker; Neil and Sheila McNulty, Adopt a Train Station Gardeners; Heather Dunk and Elaine Hutton, Ayrshire College; Stuart Rankin, Allan Brown, Neil Patton and Abram Patton, local historians; Helen Duncan, East Ayrshire Council's Creative Minds, cultural coordinator; Graham Boyd, local teacher and schools and community heritage projects coordinator.

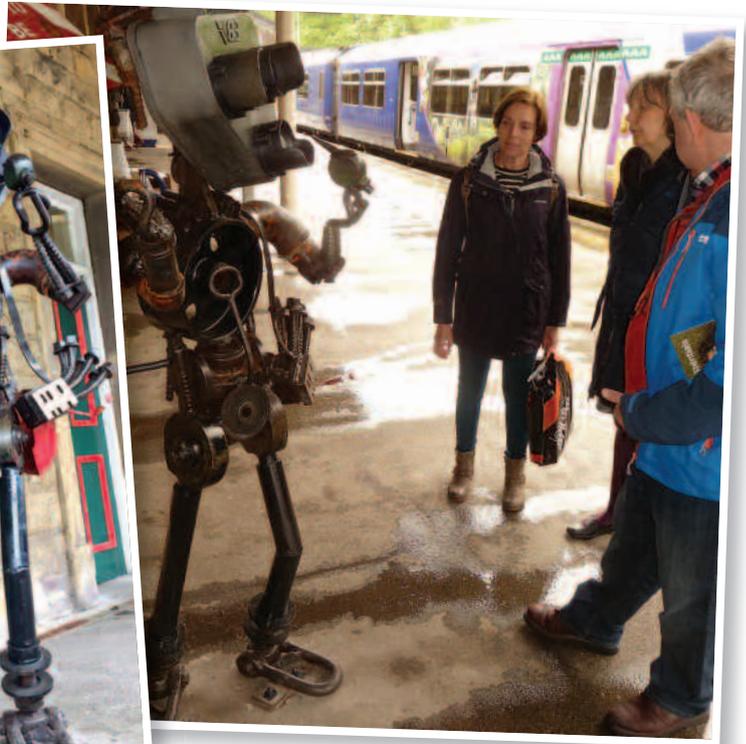
# Community Art Schemes

Permanent

*Second*

## Friends of Buxton Station for Joe commemorates the past and looks to the future

'Joe' has been created from materials gathered during the clearance of the site of the former Traction Maintenance Depot next to Buxton Station. This innovative project engaged the local artistic community and former employees, resulting in a striking commemoration of the passing of the depot, which employed many local people. Friends of Buxton Station negotiated with owners for pre-demolition salvage to build an arresting statue, which was installed on platform 1. The project presented an imaginative way to record the passing of a piece of rail history: a landmark railway workplace. In this way, "demolished" does not mean "gone forever"!



*Third*

## London Midland, Sandwell College, Network Rail and TfWM for Smethwick Going Forward 'Love Thy Neighbour' station mural

In 1985, a Smethwick Primary School made a colourful mural for Smethwick Rolfe Street station. Over time, it faded into a shadow of the original. London Midland, through joint funding with Network Rail and Transport for the West Midlands, enabled a diverse group of 16-18 year old Sandwell College BTEC Art students the opportunity to advance their skills through designing and painting a new mural. This was supported by public artist Steve Field, and delivered as part of the students' community art module. Their inspirational Smethwick Going Forward design was born of celebration of the diverse Smethwick culture, and, through its multilingual message, to help people 'Love Thy Neighbour'.



# Community Art Schemes

## Renewable & Smaller

# First

## Farah Ishaq and Arriva Rail London for Mural for St James

### Concept and aims

London Overground, operated by Arriva Rail London (ARL), took over the station at St James Street in Walthamstow, North East London, in May 2015. Since then, ARL has been developing and widening its community engagement across the network, and has targeted the West Anglia route as a key "art and community space." Much of this work has been thanks to Farah Ishaq, who has been working in partnership with ARL to bring her Batsford national art prize-winning image, "Mural for St James" to the empty arch spaces under the railway bridge at St James Street station.

While just six stations away from London Liverpool Street, St James Street is one of the most diverse and deprived areas in London and the UK. Mural for St James was designed with the two empty alcoves under the railway bridge in mind. The image depicts the contrast between the open countryside of the Walthamstow Marshes and the city, with the outwards view illustrated with pylons on the horizon. This installation aimed to capture the hearts of local residents, commuters, businesses and the council, who agreed to fund its creation.

### What happened

The project took Farah nine months from start to finish. This included:

- Arranging ownership and permission rights
- Making a 'real size' 3m x 3m hand printed paper prototype
- Scanning and manipulating for aluminum panel printing
- Creating promotional materials, such as Oyster card wallets and posters for stations
- Setting up a launch event involving local businesses, community leaders and members of the public.

From ARL's perspective, significant effort and work went into:

- Understanding and mitigating contractual hurdles to installation
- Ensuring the support of wider railway partners for the project (e.g. Transport for London)
- Arranging the distribution of the supporting material
- Utilising partners to ensure a professional installation of the Mural, on time.



### Results

The project was a huge endeavor for Farah and one that she is immensely proud of: a culmination of all of the work she has made to date and a huge achievement in scale and logistics in a short amount of time. She has been an artist for just two years, forging a new career path to fit with being a single parent and a desire to create beautiful but accessible works. The local community are clearly proud of the Mural too: an originally self-funded art project ended up covering 75% of its costs, thanks to community groups including the E17 Art Trail, University of East London, friends, neighbours, shopkeepers, local businesses, and estate agents. Use of Facebook and Instagram saw that support spread to the wider community across Waltham Forest and East London.

The Mural provides a positive focal point in the area at a time when people's lives are stretched. With the regeneration taking place in the area – new pavements, cleaned brickwork, new shop fronts, cycle lanes and pedestrianised areas – installation of a bespoke piece of locally relevant original art was ideally timed. With the opening of the Walthamstow Wetlands in September, a design incorporating the marshes was apt too.

Moving forward, other artists have been inspired by the Mural and are opening up to the possibilities that a community initiative like this represents. ARL are supporting this by working with local artists to develop proposals for stations along the line, aiming to roll out the concept further. ARL are also looking to develop, with advice from ACoRP, a route Community Rail Partnership, with public art and gardening at its heart.



# Community Art Schemes

## Renewable & Smaller

*Second*

### London Midland and Stone Art Group for 'Visit Stone', station poster artwork

The invention of Stone Art Group, including 19-year-old Holly, who has cerebral palsy, means passengers are now welcomed with a rotating display of exceptional community art. The artists rose with enthusiasm to London Midland's challenge to create their first station exhibition, painting 15 impressive designs of Stone attractions. These were made into bespoke, up-to-the-minute versions of the traditional railway travel poster by London Midland's marketing apprentice Megan for the waiting shelter new poster cases. The engagement helped the artists to realise their extraordinary talent. Local MP Sir Bill Cash, on launching the project said, "This is a huge point of pride for the community."



*Third*

### Kiwi Pre-School Playgroup for Pint-sized painters inspire

The children at Kiwi Pre-School Playgroup, a non for profit nursery, just love trains. And why not, when they can see them from their nursery, across the road from East Kilbride Railway Station. They use the station so much for trips out that they joined ScotRail's Adopt a Station scheme. To mark the nursery's 40th anniversary, they won funding from ScotRail to work with an artist and create these wonderful pieces of home-grown artwork which not only inspire commuters, but brighten up the drab Scottish railway architecture. Two colourful and vibrant murals now adorn the entrance to the station. One is a train which cleverly incorporates drawings which the children did during a workshop and the other depicts all the architecture of East Kilbride, which was designed as Scotland's new town in 1947. Some of the concrete "wonders" have gone, but they live on through the mural.



# Most Enhanced Station Buildings and Surroundings

sponsored by **Great Western Railway**

# First

## Three Rivers Community Rail Partnership for Romsey Station War Memorial and Station Path

### Concept and aims

For three years, volunteers of the Three Rivers Community Rail Partnership have commemorated the 100 year anniversary of World War One through a regularly changing display in Romsey Station's waiting room, special events such as the commemoration of the Battle of the Somme, and fundraising for Combat Stress military charity. 18 months ago, they were approached by nationally recognised sculptor Caroline Dear, who had carved a 6ft monolith for the 100 year anniversary and displayed it at the Chelsea Flower Show, but had nowhere to permanently house the monolith.

It was decided that a redundant area of land at the end of the approach road to Romsey Station would provide an ideal location to site the memorial, reinvigorating the land, provoking interest in the station and providing a legacy landmark for the town. At the same time, the Partnership had developed ideas to enhance a path to the station, which often flooded and was in a poor state of repair. The path linked Romsey Station to a new bridge across the Romsey canal, which led to a refurbished Romsey Signal Box Visitor Centre, but owing to the condition of the path was not attracting many people to either the station or the signal box.

### What happened

Great Western Railway's Customer and Communities Investment Fund proved an ideal opportunity for the Three Rivers CRP to seek funding, and a successful application provided hope for both projects. However, a problem emerged with discrepancies between land owners, local authorities and train operating company as to how the funding would be spent, who would own the contract and who would manage the schemes.

Eventually the Partnership came up with an innovative solution where its Chair Nick Farthing was able to project manage the scheme through the Three Rivers CRP via a contract with the charity Sustrans, for whom he worked at the time. This enabled Sustrans to procure a rail-authorized contractor to undertake the works in a shorter period than using Network Rail, Great Western Railway or the local authority's tendering procedures. The contractor's credentials and experience of working within rail settled some common concerns that can crop up in a procurement exercise. The Three Rivers CRP would then administer all paperwork and finances.



Before



After

All work on the path and memorial was completed by the originally

proposed launch date of 10 November 2016. A moving unveiling event was attended by local dignitaries, the chair of the Hampshire Royal British Legion, the Canon of Romsey Abbey, veterans, station volunteers and schoolchildren. Since the unveiling, the Three Rivers Community Rail Partnership has entered into a maintenance contract with a local gardener to ensure that the beautifully landscaped memorial area is kept neat and tidy.

### Results

Many visitors have commented on the attractive memorial and grounds, built to represent the undulating shell holes found between 1914-1918 on the Western Front. Spring flowers adorned the area, and what was a barren plot of land at the entrance to the station has been transformed into a town landmark. This follows previous work by the CRP to turn an unattractive and unloved station master's garden behind the memorial site into a well-cared-for additional car park.

The upgraded path from the Romsey Signal Box is now well used by pedestrians and cyclists, who have welcomed the widening of the path and a raised path that does not flood. This has enhanced the link between the station and the town, providing a better walking and cycling route as part of the Station Travel Plan.

The CRP is now working towards an upgraded car park, and has an ambition to reopen the old station master's house for use as a community amenity. In this way, work is ongoing, but the Partnership is steadily making major enhancements to the station facilities at Romsey, with a view towards its total transformation.

# Most Enhanced Station Buildings and Surroundings

sponsored by **Great Western Railway**

## Second

### **Southeastern, Kent CRP and partners for Snodland Station Development**

Snodland Station is a grade 2 listed building built in 1856 and has been refurbished to cater for a growing number of passengers using the station since the introduction of high speed services five years ago. Coinciding with 160 years of the station, the refurbishment created a transport interchange, extended car park and saw the ticket office re-open for the first time since 1986.



This provided passengers with a brighter and more accessible station with re-instated period features. The success of this project was its early liaison and ongoing communication and cooperation between Southeastern and a wide variety of partners

including:  
Kent Community Rail Partnership; Kent County Council; Tonbridge and Malling Borough Council; Snodland Town Council; Network Rail; British Transport Police; and the Railway Heritage Trust.

## Third

### **Long Eaton Station Adopters, Sawley Parish Council working with CrossCountry Trains, Derbyshire County Council, East Midlands Trains and Network Rail for Long Eaton Street Scene Transformation**

A unique rail industry and community partnership has transformed the Long Eaton street scene from a neglected eyesore into a much-praised collection of planting beds, all for just £2,500. The extensive improvements, all completed by hand, included recycling 90 railway sleepers and utilising free woodchip to create impressive new raised planting areas. The project involved the local community, station adopters and Sawley Parish Council, working with ACoRP, CrossCountry Trains, Derbyshire County Council, East Midlands Trains and Network Rail. The culmination of the project was a third community day, with 35 volunteers from these organisations planting over 500 shrubs.



# Small Projects Award – Under £500

sponsored by **Community Rail Lancashire**

# First

**George Whittaker and Sue Mitchell,  
Mytholmroyd Station  
Partnership for 'Cubs in Bugland'**



## Concept and aims

The railway station at Mytholmroyd in West Yorkshire is set on a Stephenson viaduct, high above the village. It is a small, unstaffed station, with two lines, midway between Leeds and Manchester with 70 trains a day.

Dismayed by the vandalised state of their station, a group of residents met 11 years ago determined to make a difference and improve the facilities for all. With support and encouragement from Northern, they formed a constituted station partnership. The term 'partnership' felt most appropriate to them, reflecting a desire to include the wider community, schoolchildren, clubs, businesses and councils in their plans. Mytholmroyd Station Partnership is now a respected voluntary organisation throughout the region.

Mytholmroyd Station Partnership's Cubs in Bugland project is a part of its ongoing involvement with local youth movement Mytholmroyd Cubs. The idea was to engage local children in a practical project where they could learn about the natural world. Aware of the rather bleak and windy environment in Mytholmroyd, the Partnership's deputy chair George Whittaker came up with the idea of bug hotels, which was greeted with enthusiasm by the members. George had plenty of beautiful oak boards recovered from the recent flooding in the area, so it the project would incorporate recycling, upcycling and sustainability.

## What happened

After coming up with the idea, George was keen to construct the bug hotels, as the Partnership's 'handyman', and the Partnership was thrilled to be able to re-use the wonderful old boarding for this. George constructed four well-built hotels in his garage, ready to be finished off by the Cubs in their meeting on 25 April 2017.

On the day, George, Sue and Geoff (their photographer) set up the tables in the Cubs' meeting room ready for their attention with rags and wax. This was George's and Geoff's first experience of a workshop, and they both enjoyed it. George introduced himself with an explanation of the Partnership's work on the station, and how they would like their assistance in 'greening' the station embankments. The boys, aged seven to 11, were supported and overseen by three Cub leaders. Through the project, they discussed the food chain, and the importance of pollination, and why the hotels needed to be waxed, especially in Mytholmroyd.



Enthusiastically, they waxed until their red faces clashed with their orange neckerchiefs, and then filled the hotels' compartments with pine cones, twigs, old egg boxes and straw. One keen Cub said "Let's call it 'The Broken Straw Hotel!'"

The next step was re-creating the insects most likely to inhabit these splendid quarters. Shafiq Ahmed, Flood Resilience Officer from Calderdale Council, printed out images of typical insects in colour for the group to make use of. Each table of Cubs produced some colourful, weird and interesting pictures, reusing art materials left over from a previous year's project. The last phase of the project involved digitising the artwork for two A1 posters to put on the station near to the hotels.

The Cubs then came to the station on 23 May to 'unveil' their bug hotels. It was a fun day and the Cubs were very proud of the hotels, as were the Partnership. They also got involved in some gardening tasks under supervision, which has led to some ideas developing of a community garden project.

## Results

The Cubs in Bugland project was especially pleasing project for everyone involved. Not only has the station acquired some excellent bug hotels, but the Partnership has helped the youngsters' awareness of the fragility of the natural world, and how they can help sustain and maintain it. The project also reinforced the important message of civic responsibility that the children have taken on by being members of the Cub Scout Pack.

It helped to engage children at a young age and reinforced the message 'Keep safe on your station'. The hope is that, as they grow-up, the children will remember Mytholmroyd Station Partnership and 'their' station.



# Small Projects Award – Under £500

sponsored by **Community Rail Lancashire**

## Second

### **Friends of Hindley Station for 'A tribute to the mining heritage of the town, Ladies Lane Pit No 4 display'**

The Friends of Hindley Station created a garden display with a difference. Ladies Lane No. 4 Pit is located at the end of the Wigan bound platform and is a tribute to the mining heritage of the town. With the help of the community the group researched the pits of Hindley and Hindley Green. They had been aware of the Ladies Lane pits and others in the area, but with the help of Chris, a retired mining surveyor, who charted them on an up to date Google map, they were amazed at just how many there had been.



Hindley No. 4 Pit and the cottages that stood in the pit yard were chosen as they were opposite the station where a medical centre stands today.

## Third

### **Wellington Walkers Are Welcome for Walkers Information Board at Wellington Railway Station**

This purpose-built, attractive and practical information board at Wellington Station promotes and encourages walking in and around the Shropshire town. It was a partnership project between the Town and Borough Councils, London Midland Station Management and Wellington Walkers Are Welcome volunteers.

Located at the station entrance, the board displays a wide range of maps and guides, and was skilfully constructed by members of the Telford & Wrekin Council Skills & Enterprise Hub, which offers work-based training for adults with learning disabilities. Funding was provided by Wellington Town Council, and it was opened by the Mayor of Wellington in March 2017.



# Best Community Engagement Event

sponsored by Arriva UK Trains and CrossCountry



# First

## Swale Rail CRP, Historical Research Group of Sittingbourne and Kent CRP for 'Ambulance Train' event



### Concept and aims

This was an ambitious event involving 21 local community groups, during the World War I 100th anniversary remembrance period in November 2016. It commemorated Ambulance Trains, which departed Kent during wartime. Interactive activities were held at seven locations and involved a dedicated "Poppy-branded" Javelin High Speed train to transport people between locations, used for the first time on SwaleRail.

The objective was to organise a thought-provoking, respectful, interesting and interactive event explaining a little-known role played by the railway, while promoting Swale and SwaleRail. The event was conceived following a meeting with Richard Emmett of the Historical Research Group of Sittingbourne, who was keen to commemorate the ambulance trains that conveyed wounded military personnel to hospitals around the UK during WW1. Kent Community Rail Partnership enthusiastically took up the challenge, led by SwaleRail chair Linda Brinklow, and coordinated by Guy Schofield with the support of Linda Bell, Kent CRP project officers.

### What happened

This was a complex event, requiring careful planning and co-ordination. Considerable historical research was carried out in the early stages. There were regular progress meetings, rehearsals, private preparation and project plans and contingency plans were drafted. Almost one year in the planning, the delivery of this event demonstrated the just what excellent teamwork can achieve. A long list of voluntary groups were involved and they were in turn supported by Kent CRP and the Historical Research Group of Sittingbourne (HRGS). The project was led by Linda Brinklow, Chair of SwaleRail Community Rail Partnership.

Enthusiasm was evident throughout, but was most needed in the final weeks leading up to the event and weekend itself as the weather forecast was awful and Storm Angus hit the night before. It was decided to go ahead anyway, even if the train was unavailable, as the local events were of sufficient interest. Unfortunately, the WW1 Road Ambulance was unable to attend, because of fears it could be blown off its trailer by the storm en-route from Hampshire. However, the rain and wind on the day added to the realism of the event.

The event was action-packed, involving music, historical information delivered by poem (some written for the occasion), songs, re-enactments and demonstrations, including:

- WW1 Memorial Service at Queenborough Parish Church, with readings from WW1 children's diaries by local schoolchildren;
- Re-enactment of disembarkation of wounded personnel, met by nursing staff from 'ships' at All-Tide landing, Queenborough, accompanied by a bagpiper;
- Parade through Queenborough to Station to board the Javelin 'Ambulance Train';
- Train ride to Sittingbourne and 'unloading' of wounded from train;
- Parade to Forum Shopping Centre with marching band and WW1 re-enactors;
- 'Hell to Hospital' presentation on giant screen at The Forum, supported by WW1 cooking demonstrations, weaponry display, contribution made by Sikh soldiers and open house at Historical Research Group of Sittingbourne's Heritage Hub;
- Train ride on Ambulance train to Sittingbourne with poems, reminiscences and WW1 sing-along;
- Closing ceremony at Sheerness War Memorial, with Deputy Lord Lieutenant of Kent, who took the salute on behalf of the Queen, with bagpiper playing;
- A permit book/programme for attendees as used in WW1 giving access to the military Isle of Sheppey.

### Results

As can be seen from the 21 groups involved, the event was inclusive, involving young and old, from choirs to Scouts, and enjoyed for free, including the train journeys. All 320 seats on the train were reserved, with many attending multiple events, and passers-by also catching the activities at each venue. Visitors included local people and rail and history enthusiasts from far and wide, many new to Swale. It was powerful, educational and thought-provoking, impacting on participants and public, as is clear from an online questionnaire.

It was recorded through photograph and film (<http://bit.ly/CRA17at>). Film shows have been held for the community and participants, followed by a guided visit to Maidstone Museum, for their 'Coming Home, Conflict and Care' exhibition, and a DVD of the 'Hell to Hospital' presentation was given to all visitors at The Forum. Press coverage included local radio and a full centre-page spread in the Sheerness Times. Public donations were shared between Help-for-Heroes, Royal British Legion and community groups. This was Kent CRP's most ambitious, successful event to date, demonstrating what can be achieved when an idea captures the imagination of the community.

# Best Community Engagement Event

sponsored by Arriva UK Trains and CrossCountry

*Second*

## Cambrian and Conwy Valley Railway Partnerships, Arriva Trains Wales, Ysgol Arduwly Harlech and Ysgol Y Traeth Barmouth for Conwy and Cambrian Christmas Extravaganza

This was a Christmas extravaganza of music and song on the Conwy Valley and Cambrian lines. It involved two community rail partnerships, a train company and three local schools joining forces to sing carols with passengers on trains and stations. Assisted by an accomplished school band, the children entered into the spirit of the occasion with enthusiasm. Fuelled by non-alcoholic mulled wine and mince pies, a wonderful time was had by passengers, members of the public, dignitaries and children, and the CRPs plan to repeat it.



The events on the Cambrian Line were captured by a film crew from the S4C Heno TV news programme. The programme went out on S4C and was also covered by BBC Radio Wales (see <https://www.youtu.be/-KhMiwvuFck>).

*Third*

## Community Rail Cumbria for The Very Special Santa Special

A unique Santa Special was run for the benefit of vulnerable children on 10 December 2016. Looked-after children from West Cumbria were treated to a magical Christmas journey to Carlisle. Crowds of children waved their tickets as they boarded the train at Maryport Station. With the train decorated with the sparkle of the Christmas season, they enjoyed presents, goodies and music. Special gifts from Santa made it a memorable day, for the children and everyone taking part. The event had the full support of a wide range of partners.



# Best Marketing or Communications Campaign

sponsored by Govia

# First

## Devon & Cornwall Rail Partnership for Seize The Sunday

### Concept and aims

When a long-held aspiration is close to being achieved, it's important to seal the deal, and that's what happened on the Avocet Line (Exeter-Exmouth) in 2016. Devon & Cornwall Rail Partnership mounted a marketing campaign to make sure that a long-awaited trial of a year-round half-hourly Sunday service was a big success. The trial, which began in May 2016, was the culmination of years of effort by partners including Great Western Railway (GWR), Devon County Council, the Avocet Line Rail Users Group and the Devon & Cornwall Rail Partnership (DCRP). To make the improvements stick, DCRP worked with these partners to run a comprehensive marketing campaign to maximise 'bums on seats' and prove the demand for the services. The campaign went beyond traditional approaches, using innovation to get outstanding results.

### What happened

#### Step 1: Understanding the market

To understand the local audience, GWR and DCRP commissioned Ice, a behaviour change agency, to run focus groups and interviews. These explored attitudes to Sunday travel and perceived barriers. The results informed the marketing plan, which aimed to make Sunday rail journeys easy, fun and popular by giving people reasons to travel. The plan spanned online and offline media to reach as many local residents as possible.

#### Step 2: Branding the campaign

Catchy campaigns work best, so DCRP invented 'Seize The Sunday', a slogan that stuck in the mind and emphasised that Sundays are unique: they can be dull and slip by, or the most care-free, fun day of the week.

#### Step 3: Implementing the campaign

##### Online

- Website: [www.SeizeTheSunday.org](http://www.SeizeTheSunday.org) was the campaign hub, with information about the extra services, journey times and fares. The site's blog provided ideas for days out along the line, from festivals to places for brunch near stations. The site is responsive, displaying well on mobiles, tablets and desktops.
- Facebook ads: Targeted Facebook ads were shown to residents of towns and villages served by the line. The ads were tailored to each location, giving people relevant day trip ideas, fares

and journey times from their nearest station. Many recipients shared the posts with friends. They were also able to ask questions beneath the posts and receive swift answers from DCRP. The ads offered excellent value. For example, one £25 ad reached nearly 5,000 people.

- Videos: Three short videos, each featuring a different day trip idea, were produced to inspire people (<http://bit.ly/CRA17dci>, <http://bit.ly/dcii>, <http://bit.ly/CRA17dciii>), embedded on the website and shared on social media.
- Twitter: DCRP's @AvocetLine account raised the profile of the line and promoted the extra services. It now has more than 1,300 followers. The hashtag #SeizeTheSunday was used throughout the campaign.
- Photo competition: DCRP ran a summer photo competition, with local residents sending in photos of their trips to win a pair of First Class tickets to London, provided by GWR.

##### Offline

- Press: A launch photo-call and ongoing press releases secured repeat coverage in local newspapers.
- Newspaper adverts: Press releases and local newspaper adverts were used to reinforce the message.
- Banners: Eye-catching banners were displayed at stations to encourage rail users to take Sunday trips.
- Leaflets: Five station-specific door-to-door leaflets gave residents information tailored to their nearest station.

Continued >



# Best Marketing or Communications Campaign

sponsored by Govia

## Community engagement

- Partnerships with local businesses: Local shops and cafes stocked Seize The Sunday postcards, and DCRP published blog posts about top independent places to shop and eat on Sundays in the area.
- Community newsletters and social media: Articles were secured in community associations and centres' newsletters. Residents' associations and station friends spread the word via social media.
- Local poster campaign: A4 posters were displayed on community noticeboards.

## Results

During the main campaign period (May-December 2016), Sunday journey figures on the Avocet Line jumped by 22.5% compared with the same period in 2015. This is with a 12%

increase in Sunday train services. More than 16,000 extra Sunday journeys were made (88,549 up from 72,257). This is particularly impressive given that the combined population of Exeter and Exmouth is only 165,000 people. Travel across the rest of the week was also boosted, with Monday-Saturday figures up by more than 7% year-on-year. This helped make 2016 the best ever year for the Avocet Line since current records began in 2001, and 2017 saw the success continue. From January to April, Sundays were up 13% year-on-year. The rest of the week was up 7%. Most importantly, thanks to the strong performance, GWR committed to continuing the extra services throughout 2017. This shows the impact that a comprehensive, intensive and innovative marketing campaign can have.

# Second

## Poacher Line CRP and Visit Lincoln for It's faster by rail

This marketing campaign was highly successful in promoting Lincolnshire as a destination that's easily accessible by rail. It used the national celebration of the Battle of Lincoln as leverage for the campaign and in May 2017 the Poacher Line and Visit Lincoln promoted Lincolnshire with an exhibition stand at London Kings Cross station, as part of ACoRP's Community Rail in the City event.

The Lincoln Knights' trail was being launched to celebrate three historical events: anniversary of the Battle of Lincoln; signing of the Charter of the Forest in 1217; and for the first time in 150 years the Domesday Book was being moved from



London to join the Magna Carta in Lincoln Castle for summer festivities. The stand needed to be eye catching, engaging and facilitate conversation, so a decision was made to involve the knights themselves, taking five to King's Cross.

Digital and traditional marketing methods were used, including exhibition stand, leaflets, live press and social media, and marketing, press releases and advertising barrier wraps on the Northern Line.

# Third

## Community Rail Lancashire & Northern for The Todmorden Curve 'Switch Campaign'

The 'Switch Campaign' was developed by Community Rail Lancashire, Lancashire County Council, Northern and Burnley Council to raise awareness and use of the new Todmorden Curve service from Accrington and Burnley to Manchester and Salford. Using an imaginative combination of traditional and digital marketing methods the key objective was to get commuters out of their cars and onto the train. The campaign ran for five months over autumn and winter 2016/17 and resulted in average growth of 29% and an average of 6,000 additional passengers per period.



# Innovation in Community Rail

sponsored by TransPennine Express



# First

## Purbeck Community Rail Partnership for The Restoration of Swanage to Wareham services after 45 years

### Concept and aims

The Purbeck Community Rail Partnership has been working since 1997 to re-establish a regular passenger rail service from Swanage to Wareham. The Partnership is an innovative alliance between: Purbeck District, Borough of Poole and Dorset County Council; Network Rail; BP, Perenco; South West Trains; and the Swanage Railway.

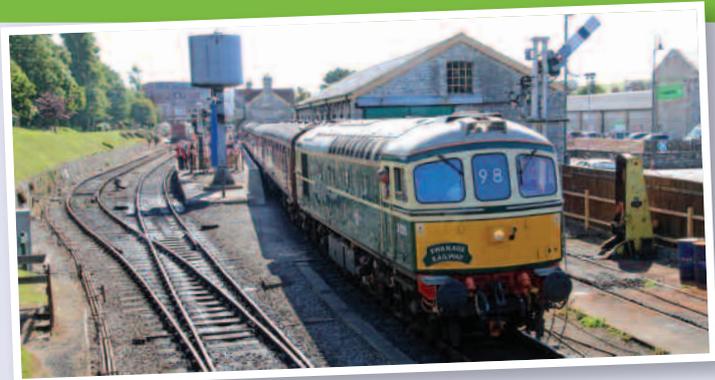
Railway history was made on 13 June 2017 with the return of an Isle of Purbeck train service from Swanage and Corfe Castle to the main line at Wareham for the first time in 45 years, thanks to partnership working. To achieve this, a number of steps needed to be completed, with funding in place to bring these to fruition.

### What happened

In 2010, Purbeck District and Dorset County Council's committed £3.2million for re-signalling improvements between Wareham Station, Worgret Junction and Swanage Railway's existing signalling system at Corfe Castle. This was part of Network Rail's Poole to Wool re-signalling scheme. BP also contributed £500,000 towards works at Norden Level Crossing and Swanage Railway was awarded a £1.47 million government grant from the Coastal Communities Fund, providing finance for refurbishment of rolling stock and improvements to the infrastructure. This combined investment allowed the trial of a limited service starting in June.

The Purbeck Community Rail Partnership also facilitated the following progress:

- purchase of trains by Dorset County Council, capable of refurbishment;
- completion of track-laying between Furzebrook and the terminus of the heritage railway at "Motala", enabling movement of rolling stock between Swanage and the national network;
- installation of signalling and track alterations to enable the bay platform at Swanage to be used;
- underwriting of costs by Dorset County Council for a study as part of the Poole to Wool re-signalling scheme, advising on re-signalling to meet passenger standards;
- completion of a new Swanage Railway signal box at Corfe Castle, to enable Swanage Railway signallers to liaise with their Network Rail counterparts when sending trains between the two networks;
- commencement of negotiations between Dorset County Council and Network Rail to purchase the track bed from Motala, near Norden, to Worgret Junction;
- lease signed for the northern-most three miles of the line between Wareham and Swanage;
- installation of new signalling to control Worgret Junction, where the Purbeck line joins the main line;



- upgrade of track between Norden and Worgret Junction to enable regular passenger trains;
- in September 2014, a major milestone in the project was reached when Swanage Railway signed a lease with Dorset County Council for the branch line between Wareham and Swanage;
- a new full barrier level crossing installed at Norden, funded by a grant from BP. This entailed 3,000 hours of Swanage Railway volunteer time in designing, building and testing.

### Results

Councillor Bill Trite, chairman of the Purbeck Community Rail Partnership, said: "Restoration of the rail link with a through public passenger service has been the long-held objective of many people over the last 45 years. On behalf of the Partnership, I thank all those who have played a part. It illustrates what partnership working can achieve. It marks the opportunity to return to a fully-functioning service to meet the needs of local communities, visitors and businesses, although it has to be sustainable after the initial trial periods. It holds the promise of enabling the residents of Swanage, Corfe Castle and Isle of Purbeck villages to travel anywhere that's possible by train, leaving their cars at home and taking traffic off the congested A351 road."

Summary of additional economic activity:

- The potential impact of an injection of £13.87 million tourism spend;
- Increased demand for the output of Dorset firms of £19 million;
- GVA increased by a total of £7.8 million;
- 235 jobs supported;
- 70 business units supported (just over two-fifths being self-employed units).

Purbeck CRP has been instrumental in pulling everything together to enable this community service to start again. This innovative partnership involves public and private sectors and other key stakeholders. This is only the start, as it is hoped that this trial will deliver ridership that incentivises all parties to grow the service in 2018-19 and caters for new opportunities such as commuting and schools traffic in the wider Dorset area.

# Innovation in Community Rail

sponsored by TransPennine Express

*Second*

## Sevenside Community Rail Partnership, Cotham School and Great Western Railway for Cotham School Combined ID Badge & Rail Ticket

Avoidance of fares has long been a problem on Severn Beach Line school trains. When coupled with blocking aisles, bad behaviour, overcrowding and short distances between stations, school trains were a dreaded part of the day for passengers and rail staff. Alongside a new headteacher, Sevenside CRP, GWR and police were determined to tackle the problem and decided an innovative approach was called for. The solution - the school lanyard ID badge - incorporates a GWR rail ticket, new code of conduct, and payment through school. The result is no more unacceptable behaviour, passengers feel safer, and fares are collected, so wins all round.



*Third*

## Community Rail Cumbria for The Rail Room - Millom Station

From inception to completion the Rail Room shows innovation in every respect – in concept, uniqueness, funding and ambition. This inspirational project marries old and new, through interactive and creative displays highlighting the railway's role in Millom's industrial past and its current importance as a transport artery.

The Rail Room:

- directly responds to OFSTED concerns about the lack of basic skills in children of primary school age;
- provides a regeneration boost to Millom, recognised as an area of economic and social deprivation;
- creates and sustains employment;
- promotes community, tourism and rail travel.



# Photo Competition | "The Essence of Community Rail"

sponsored by Grand Central

*First*

"We would like to apologise that the next train to Wareham is 45 years late" image by Phil Dominey



# Photo Competition | "The Essence of Community Rail"

sponsored by Grand Central

*Second*

**Service with a smile**

**Aimee Scadding**



*Third*

**3rd Heaton  
Chapel Brownies  
helping the Friends  
of Heaton Chapel  
Station**

**Phil Rowbotham**



# It's Your Station

sponsored by ScotRail

LEAD

*Gold*  
Category Winner

## Friends of Hindley Station



The Friends of Hindley have been working on the station since 2007. During this time, they have worked with various groups and individuals in the community including: Explorer Scouts, Guides, Restorative Justice, schools, colleges, local art groups, the regulars from the local pub and older members of the community who lend support in various ways.

### Gardening

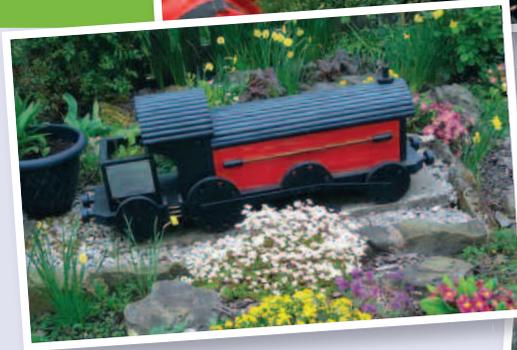
The group's aim has always been to make the station a nicer place, and with support from neighbours who supply bulbs and plants, this has been achieved. Other support includes Tesco, who provided boxes of wild flower seeds and gladioli bulbs, Bickershaw Hall Nurseries who sponsored planters, and Hindley Rotary Club who sponsored the Manchester bound bedding. Many plants are grown on the station, particularly begonias that are used year after year. Most of the planting is sustainable, cutting down on cost and maintenance. In May this year, a working party from Transport for Greater Manchester spent the day at Hindley. They cleared and removed an old compost heap and filled up an area being updated on the Manchester bound platform. They also helped install a new herb planter, received courtesy of Northern.

### Community engagement

Friends of Hindley continually reach out into their community, giving support to several groups. They assist with Hindley Young Police Cadets during school holidays and they are involved in local litter picks. At the Queen's Birthday Celebration in 2016, they raised £205 for a local hospice. The group has done presentations in the community including to the Hindley History Society, Mothers Union and residents of the Acorns Care Home. They had a stall at 'Celebrating Hindley' and St. John's Methodists invited the Friends to join them at their Heritage Weekend last September.

Friends of Hindley actively involve young people at the station and find that it encourages them to 'own' their station. In May, the group was joined by year four from Castle Hill St. Philip's school, who helped plant geraniums and in return their curriculum was helped with an education session on the history of local pits. The children love coming back to see how 'their plants' have grown.

Following the Castle Hill visit, a bird table and bird food were donated by a member of the public who has an interest in the school. Northern have funded 20 trowels which can be used by other young people who assist the group and when the Young Police Cadets come to work in the 'outdoor classroom'.



### Heritage

In the last year the group have acknowledged the local mining heritage by building a replica of Ladies Lane No. 4 Pit at the end of the Wigan bound platform. Retired mining surveyor Chris Southworth assisted by researching the pits in the area, then several members of the group set about creating the replica display. During the excavations, paths and stonework were discovered that had long been overgrown and forgotten.

The mining project has created a lot of interest and there is now a display about it in the ticket hall. A leaflet is to be printed for use in the community, particularly by the schools.

### Recycling and restoration

Friends of Hindley are keen on recycling and that is reflected in the materials used for the model. The pit head was made from recycled wood and the wheels donated by a member and customised by another. The engine house is an old kennel and the pit cage was a washing machine part. Restoration work is also high on the agenda and the group is currently replacing some of the original features such as picket fences. They have also made planters out of former glass crates set into the original stone walls.

### Partnerships and sharing good practice

Friends of Hindley are great at sharing their good practice and are often visited by other station friends groups as well as other interested groups. They have shared their skills and supported Orrell Station, who now have a new friends group and have assisted at Wigan Wallgate, supplying forks and plants. Partnership working is key. For instance, Kildare Grange support Friends of Hindley with an annual 'Strawberry Fayre' in June and the group in turn organise a 'Christmas Do' for them with Father Christmas and presents.

The quality of the work at Hindley is being recognised further afield. This year they were asked by the manager of Manchester Victoria to replant four planters on the concourse. The group sourced plants from their local nurseries, delivered and planted them.

Friends of Hindley are very familiar with railway requirements and carry out regular safety briefings and risk assessments. They work to train operator and Network Rail guidelines with up to date licences from both.

# It's Your Station

sponsored by ScotRail

LEAD

*Silver*

## Cromford Station Group

Through harnessing a range of local interest, Cromford community have transformed their station from overgrown and intimidating into welcoming and cared-for, with significantly increased passenger numbers.

In 2005, The Arkwright Society established the Cromford Station Project Committee to lead on successfully restoring the station buildings. Then in 2014, the Derwent Valley Line CRP started the Cromford Station Group. Members include some of the original project committee members, residents including school children, local businesses, environmental groups, Parish, District and County Councillors.



Numerous challenges have been overcome to transform the station into a welcoming community asset and these transformations have brought numerous positive comments from passengers and undoubtedly contributed to the 47% increase in passenger journeys.

LEAD

*Bronze*

## Ancaster Primary School, Sustrans and volunteers

The Station Garden Adoption Project at Ancaster Station is an ongoing scheme set up by Sustrans Officer Jon Moody in January 2017, offering a group of primary school children the opportunity to adopt the station's garden. The pupils planned and designed the new garden themselves, with each phase carefully thought through, including factors such as soil composition, sunlight and shade, and plant choice. They worked to create an eye catching and environmentally friendly display complete with natural habitats, while remaining easy in terms of maintenance. The pupils were then involved in the planting and ongoing maintenance.



This scheme has brought tremendous benefits to Ancaster Station, the community and of course the pupils themselves, in learning about social and environmental responsibility as well as gardening.

# Outstanding Volunteer Contribution

sponsored by Arriva Trains Wales

First

Sheila Davidson,  
Friends of Hindley Station

## About Sheila

Sheila Davidson has been involved with the Friends of Hindley Station from the beginning and has worked tirelessly over that time. A born organiser, Sheila is a true ambassador for the group, representing them in the community and beyond. She is Secretary of Friends of Hindley Station, a member of Women in Community Rail and represents Hindley at ACoRP seminars, Northern meetings and events. Sheila also liaises with Transport for Greater Manchester, Northern, Network Rail and Carillion. In March this year Sheila was presented with a Heart of the Community Award from Hindley councillors, endorsed by the local MP, to celebrate her work. Sheila is the first to acknowledge that none of the things she has done over the years would have been possible without the support of her husband Sandy, who is also her chauffeur and gofer

## Examples of her work

**Supporting vulnerable families** - Greater Manchester Police were launching a pilot scheme in 2015 for children in vulnerable families. Sheila was approached to help them with Hindley Young Police Cadets. She sourced funding for their uniforms and along with Sandy assisted initially for the six weeks of the summer holiday that year and has continued to do so every half term since then.

**WWI 100th anniversary** - Last year Sheila involved the whole community in a Tribute to the 100th Anniversary of the Battle of the Somme. She approached the local high school about creating a piece of artwork using crocheted or knitted poppies to be placed in the gardens. She had hoped for 100 but received many more, and a friend from another group supplied silk poppies, which she used to decorate the centrepiece. In November, representing the station, Sheila placed a poppy wreath supplied by Northern on the local war memorial, having walked with Hindley Young Police Cadets.

**Mining heritage** - This year to acknowledge local mining heritage Sheila researched and sourced photographs with the help of a local expert on the former pits in the area. One of the Friends, Eric, was enlisted to build a replica pit head and cottages that had stood in the yard of Ladies Lane No. 4 Pit, which was located across from the station.

**Fundraising** - With the assistance of Friends and those in the community the Queen's Birthday Celebrations in 2016 raised £205 for Wigan and Leigh Hospice. The residents of Kildare Grange Sheltered Accommodation are supported in organising a Strawberry Fayre each June which involves them and enables them to support the work at the station - last June they raised £406.70. In return each December the Station Friends hold a Christmas Do, complete with meal, gifts and entertainment for the residents.



**Displays** - Sheila creates poster case displays in and around the station, as well as to take out into the community. In the past year these have included: Celebrating Hindley Weekend, Heritage Weekend - St. John's Methodist Church, Hindley History Society, Residents - Acorns Care Home: as part of the Dementia Friendly Community, St. David's Haigh, Mothers Union.

**Visitors** - Sheila and Sandy welcome visitors to the station, providing refreshments when needed. In the past year has included: Meols Cop, Merseytravel, ACoRP, Incredible Edible, Northern, Castle Hill, St. Philip's, TfGM, Broadside Balladness, Meols Cop Girl Guides, and Hindley History Society.

**Partnerships** - Sheila has no problem contacting someone who can assist in whatever the Friends are doing. It was through such a contact that the group got the support of Bickershaw Hall, a family-run nursery that now sponsors or discounts the plants the group uses. The work Sheila continues to do with young people as a governor, through Guiding, and more recently with Hindley Young Police Cadets, brings further contacts.

**Passenger queries** - Ever present on the station (sometimes asked if she ever goes home), Sheila assists passengers with any queries they have and promotes the Friends at every opportunity. In this way, the group has received support, such as with plants and donations, from the wider community and beyond.

## Sharing good practice

Sheila and Sandy visited **Orrell Station** and a friends group has now been formed, which they continue to support. Over the years, **Holmes Chapel** and **Westhoughton** and other groups have been supported as they set off on their journey. Sheila and the Friends have also supplied time, tools and plants to support the work at **Wigan Wallgate**. And at **Manchester Victoria**, station manager Andrew asked Sheila and Sandy for their support; they cleared four planters, sourced plants, and delivered and planted them on the concourse.

# Outstanding Volunteer Contribution

sponsored by Arriva Trains Wales

## Second

### Tim Owen, Lakes Line & Furness Line CRPs

Tim Owen devotes a great deal of time to supporting two community rail partnerships as well as giving time to the Friends of Cark Station and the Furness Railway Trust. He contributes much expertise, including briefing consultants, checking timetables, chairing large meetings, lobbying, meeting passengers and getting his hands dirty on his local station. He has coordinated the rail-bus connections to the Cartmel Races and encouraged local councillors, local media and businesses to be involved with both CRPs. Over the past decade he has devoted countless hours to his passion for community railways, all at no charge.



## Third

### Jan Ratcliffe, Kidsgrove Station Champion

At 72 years of age, Jan Ratcliffe has been a dedicated station volunteer for seven years now. Despite suffering from ill-health, Jan soldiers on regardless in her determination to show Kidsgrove Station as one of the best and brightest examples of good station management. Jan's unfailing commitment has seen her enter the station into numerous competitions and to date it has won 25 different awards for the gardens. Her colleagues and local community champion all speak in glowing terms of her sheer determination and grit.



# ACoRP Award for Outstanding Contribution to Community Rail

sponsored by the Department for Transport

Awarded to

## Community Rail Cumbria

Community Rail Cumbria has a dedicated team of staff and volunteers. Their success has come about through the passion and energy that they all bring to the three CRPs that make up Community Rail Cumbria - Furness Line CRP, Lakes Line CRP and the Cumbrian Coast CRP. This is a significant year for them with two of the team retiring, and with some major initiatives coming to fruition.

With a focus on sustainable projects generating economic vitality and community cohesion, Community Rail Cumbria is always ready to embrace initiatives and make a difference. From school art schemes to long-term infrastructure planning, the partnerships combine their strengths to offer a unique one-stop shop for engaging and empowering communities in their local railways.

The Community Rail team was originally set up and financially supported by Cumbria County Council. However, transformation of the local authority has been huge and, in April 2016, the team had to become financially independent. New investment from Northern enabled the team to move forward with confidence while their strong relationships with local business partners DRS, Sellafield and Windermere Lake Cruises secured vital additional funds. New projects have been supported by a range of additional grants: during 2016 successful bids totalling over £300,000 were secured from Northern's Seedcorn fund, ACoRP's Designated Community Rail Development Fund, Big Lottery Fund and Heritage funds.

**Station adoption** - Throughout 2016-17 the team have inspired and assisted numerous communities to adopt local stations. Buildings have been restored, gardens transformed and sustainable initiatives such as solar panels and composting facilities introduced. The team's vision, encouragement, business acumen and practical skills have ensured the friends groups are valued, enthused and successful.

**Combining heritage and innovation** - The ability to see an opportunity that brings new life to a dated facility and generates a community asset with sustainable employment is rare. The transformation of Millom Rail Room is a testament to the team's ingenuity, tenacity and patience. The trustees have been guided by the team to develop a wonderful facility that embraces modern technology to portray the rich railway history of Millom, aiming to engage and inspire a range of groups but especially local schoolchildren.

**Social responsibility** - The team broached new waters during 2016, teaming up with Turning Point, a charitable organisation supporting vulnerable adults recovering from substance abuse. An inspirational initiative was born, achieving unprecedented outcomes in community rail, with people celebrating life

changing personal development. Participants are simultaneously reconnecting with local communities while contributing to local stations improvements and taking pride in the railways.

**Infrastructure development** - A history of under investment in Cumbria has led to a railway network struggling to meet demand. The team have been instrumental in building the case for investment, developing a strong alliance with the region's biggest employer and acting as a key advisor in the preparations for major developments along the Cumbrian Coast. Discussions over many years are now leading to the introduction of a Sunday service along the line in spring 2018, set to make a big difference to local people. Community Rail Cumbria has also been influential in developing impressive new transport hubs at Workington and Maryport that aim to aid greater connectivity and access to rail. They also coordinated significant infrastructure studies for the Furness Line previously, and for the Lakes Line this year, working with local authorities and businesses to develop understanding of how capacity and access can be further improved.



# ACoRP Lifetime Achievement Award

*Awarded* to

**Professor Paul Salveson MBE**

## **Paul, put simply, invented community rail as we know it today.**

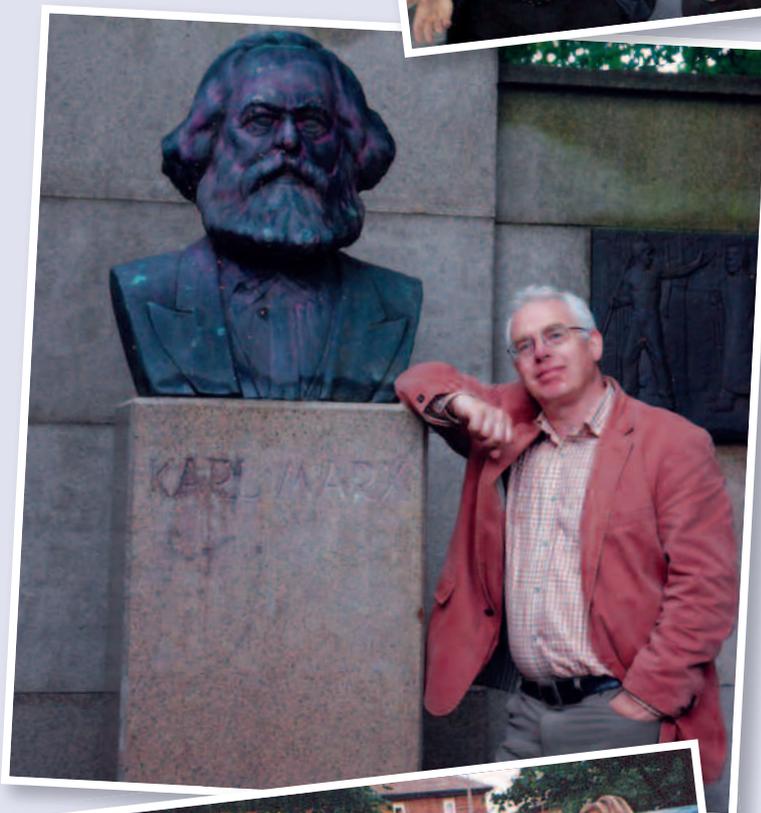
At the end of the nationalised railway era, the idea that communities could be involved in the delivery of their railway service did not extend beyond the many well-organised rail user groups, many of which were set up to save their local branch lines from closure.

Paul at the time was running a consultancy company, TR&IN, out of his kitchen in Berry Brow on the Penistone Line. He served his apprenticeship in community activism in the Labour Party, rail unions, Workers' Educational Association, and through a plethora of other interests including walking, cycling and trespass, mainly in loco sheds and steam loco footplates!

Having seen the example of tourism partnerships in the West Country starting to grow passenger numbers on the Devon and Cornwall branch lines, he decided to set up the Penistone Line Partnership in 1994 on his local line. This brought together a wide range of interests along the line from the WI to local business parish and metropolitan councils and volunteers. Taking advantage of new later evening train services, the Penistone Line Music Trains were launched and were an instant success, the publicity from which enabled the partnership to expand and for Paul to sell the idea to other areas around the country. As more and more partnerships were set up, the need for an umbrella body became apparent, so Paul set up Community Railways, later to become the Association of Community Rail Partnerships, with funding from the Countryside Agency.

In the years that followed, growth in the number of partnerships continued. Led by Paul, an expert networker, this resulted in the Strategic Rail Authority being persuaded to undertake a consultation on community rail. The response was, at the time, the biggest they had had, eventually leading to the first national Community Rail Strategy in November 2004, launched with Paul in the lead at Penistone.

There can be nobody involved in the Community Rail movement who has not been involved with Paul at some point. At a Railway Forum Awards Dinner 15 years ago, a somewhat irritated Paul said that 'if community projects cannot win at these awards then we will have our own.' He promptly went out and set up the first Community Rail Awards in Norwich, and from those humble beginnings the event continued to grow.



It is with great pleasure that ACoRP has given its first Lifetime Achievement Award to Professor Paul Salveson MBE, for his vision, determination, passion and friendship in the community rail world over the last 30 years.

# Messages FROM SPONSORS

**Department for Transport:** As the core funder of local and rural services in England, the Department for Transport is a keen supporter of community rail. We recognise that one of the most positive ways of sharing best practice and celebrating success is through the annual ACoRP Community Rail Awards. We are therefore delighted to be associated with these awards.

**Stagecoach Group:** We are extremely proud to be supporting this year's Community Rail Awards and we're particularly pleased to be welcoming the awards to Derby, the home of East Midlands Trains. Derby has a proud history of rail heritage and coupled with two of the fantastic community rail partnerships we work with at East Midlands Trains - the 'Derwent Valley Line', which provides a scenic route into a host of tourist attractions, and the 'North Staffordshire Line', which acts as a key link between the North-West and the East Midlands, there's a lot that we can be proud of in the city. Stagecoach, through its rail businesses, has long been a firm supporter of community rail and the improvements that it delivers to customers and communities. These awards are a well-deserved endorsement of all the fantastic work that goes on across our community rail lines to help us improve our railway and to attract more people onto our train services. We wish the very best of luck to all the nominees this year.

**Angel Trains:** We are pleased to support the 2017 ACoRP Awards. Angel Trains has a strong commitment to building the future of rail and recognises the importance of local people and communities in doing this. Community rail partnerships are a vital element of the success of the overall rail industry in Britain and Angel Trains is proud to support them.

**Great Western Railway:** GWR has always been a huge supporter of community rail, it connects us closely to what our customers and supporters really want from their local railway and the resultant record breaking growth in passenger numbers underlines all the hard work that goes on. We are delighted to sponsor the Community Rail Awards again this year and we wish everyone the best of luck.

**Bombardier Transportation:** Bombardier Transportation is a complete provider of railway solutions, designing, building, testing and commissioning new rolling stock and signalling solutions, as well as providing a comprehensive maintenance and diagnostic service for rolling stock and railway infrastructure.

ACoRP is all about positive, pragmatic action to deliver benefits to the rail industry and the communities it serves and Bombardier is therefore delighted to support this year's ACoRP Community Rail Awards. These awards recognise and reward the hard work and dedication of the community rail family and we are pleased to be able to demonstrate our support and appreciation for the hard work and dedication shown by all of this year's award nominees. Good luck to all entrants!

**Porterbrook Leasing:** We are pleased to be supporting the Community Rail Awards and realise the importance of community rail partnerships in shaping the future of the UK rail industry. Offering innovative rolling stock solutions with technological enhancements suited to the needs of the local travelling public, Porterbrook can enable community rail projects to strive within value for money constraints.

# Messages

FROM SPONSORS

**Greater Anglia:** Proud to be a sponsor of the Community Rail Awards. We're passionate about the benefits community rail and station adoption can bring for the railway and the communities it serves, so we are increasing the investment and resources we put into community rail as part of our new franchise. We are also committed to working locally and nationally to help maintain and build on the success of the community rail approach more widely.

**Arriva Trains Wales:** We are delighted to sponsor an event which recognises the excellent work of all the community rail partnerships, station adopters and volunteers from across the United Kingdom. We are committed to the communities we serve and highly value the positive partnership working and enthusiasm which has resulted in many achievements and successes for the rail industry local communities and tourism.

**Arriva UK Trains and Cross Country:** We are proud to jointly sponsor the ACoRP Community Rail Awards. Our rail businesses work closely and positively with their community rail partnerships, collaborating on creative and innovative programmes which demonstrate the value community rail partnerships bring to UK Rail. We are therefore delighted to sponsor "Best Community Engagement Event", recognising community rail's contribution to growing Britain's railways and the communities they serve.

**Community Rail Lancashire:** We are once again delighted to sponsor the Small Projects Award. It is true to say that a lot can often be done with a little and community rail partnerships are generally very good at coming up with low value high impact schemes often with some help from the small grants fund looked after by ACoRP. This award has attracted some very exciting projects in the past and with an ever-tightening financial position facing many partnerships doing a lot with a little will become ever more important.

**Govia:** As the UK's busiest rail operator, we are delighted to once again be supporting the Community Rail Awards. We believe it is important to work collaboratively and to recognise and reward success, whilst seeking to improve these crucial community services for future generations.

**Grand Central:** We are pleased to continue our support of the 2017 Community Rail Awards. We congratulate all nominees for the tremendous work they do bringing transformational change to their community.

**Rail Media:** We are backing this dynamic category with the aim to encourage more young people to get involved with railways. At this year's Community Rail Awards 'Involving Children and Young People' shines a light on the hard work being done by so many in the community rail movement to bring youth to rail. The need for young people to take up a career on the railway has never been greater. Community rail partnerships see children, students and young adults getting out there and experiencing life on the railway at first hand. It's of incomparable value and Rail Media is right behind the burgeoning community rail movement.

**Abellio - ScotRail:** We are delighted to support this year's annual Community Rail Awards and the "It's Your Station" award. Our stations are at the heart of many communities, and only through working with local people can we ensure the benefits they bring are there for everyone to enjoy - connecting people with jobs, business with customers, tourists with destinations and communities with opportunities for growth and prosperity.

**TransPennine Express:** We are delighted to support the Innovation in Community Rail category of the ACoRP annual awards. TransPennine Express are focussed on "Taking the North Further", with a fleet of new trains, additional services and an enhanced customer experience. Innovations delivered on Community Rail routes, and the interchanges they have with mainline routes, will support continued growth in passenger numbers and support the delivery of ever improving local railways. Good luck to all the finalists!

**Virgin Trains:** Proud to be sponsoring the 2017 Community Rail Awards. Our high-speed trains along the East and West coast, serve several mainline stations that act as gateways to community railways. We look forward to working with supporters of these vital economic lifelines; to grow inbound traffic and enhance the range of journey opportunities available to the people of the communities they serve.

**Merseyrail:** We are among the highest performing rail operators in the UK and committed to serving the communities in which we operate. We are delighted to be associated with these awards that celebrate the value of individuals in society who otherwise may not be recognised.

**Eversholt Rail Group:** Eversholt Rail Group is delighted once again to be a sponsor of the ACoRP Community Rail Awards. We recognise and applaud both the phenomenal growth in passenger demand and the wider-ranging benefits to local economies and quality of life that Community Rail schemes and initiatives continue to deliver. Eversholt Rail Group greatly values its excellent working relationship with the ACoRP team, which is fundamental to ensuring that we understand stakeholders' needs and provide cost-effective rolling stock solutions optimised to meet them.

**Rail Safety Week:** We are extremely proud to be sponsoring, and working with ACoRP and all their members. The endless hours and dedication from so many volunteers across the country has changed a vast number of stations, along with changing the way the public see and treat their local stations. Unsung heroes in our opinion. Good luck to all the nominees.

**Northern:** Through our ambitious modernisation plan we are committed to making the North a better place to live and work for everyone. Our work with community rail partnerships, station adoption groups and other community partners is vital to making this happen, and that is why we're proud to sponsor the Involving Diverse Groups category at this year's awards. The awards provide a great opportunity to celebrate and showcase the best of community rail and to recognise the hard work and dedication of all involved. To everyone taking part this year we wish you all the very best of luck.

**The Railway Magazine:** Proud to support the 2017 Community Rail Awards. This year The Railway Magazine is celebrating 120 years of supporting and reporting Britain's railways... and is looking forward to many more decades of being at the heart of our thriving industry.

**Women in Community Rail (WiCR):** We are delighted to support the community rail awards which showcase so much good practice. We continue to support and encourage men and women from across the community rail world and look forward to seeing some fantastic innovation.

We would like to express our sincere gratitude to all the sponsors of the  
**Community Rail Awards 2017**  
Without them this project and event could not exist



Women in Community Rail  
Achieving Change Together

