

Jools Townsend

Chief executive

**Engaging rural
communities**

with rail & enabling
sustainable, inclusive
travel



About community rail

- A growing grassroots movement
- 77 community rail partnerships + 1,200 station friends groups
- Helping communities get the most from their railways
- Helping the rail industry to be community-focused
- Creating local connections, efficacy, ownership and positivity



Community Rail Lancashire rail confidence programme

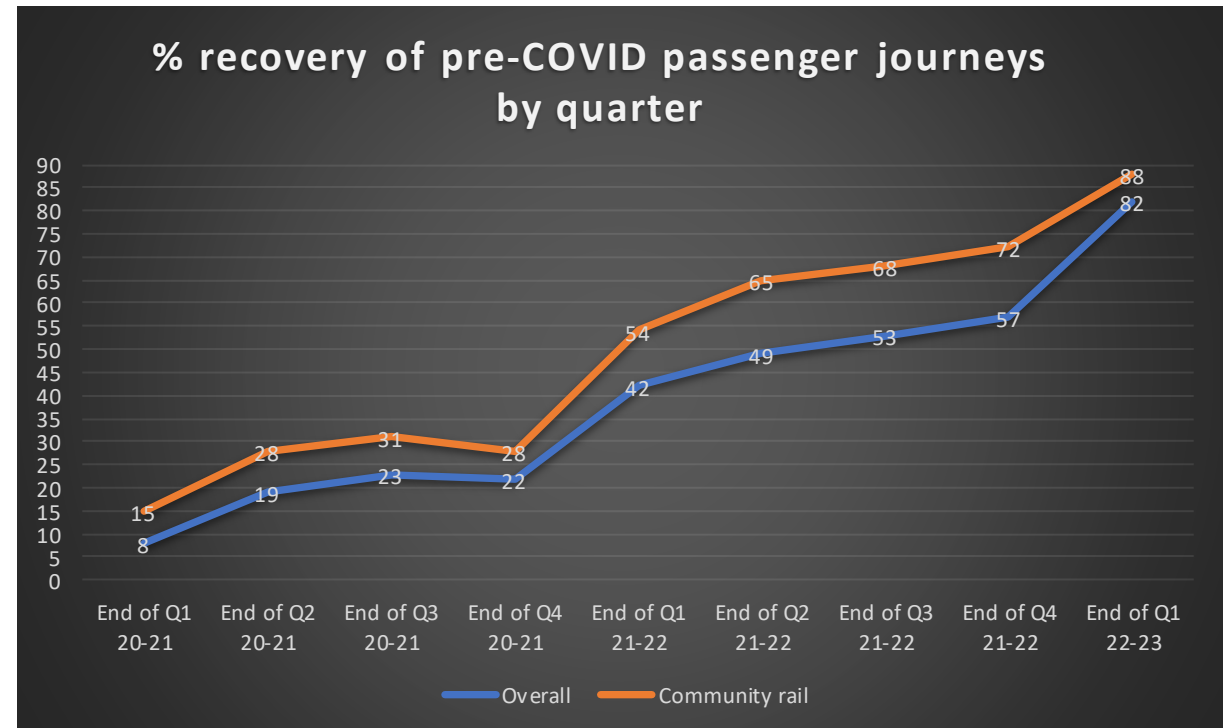


Friends of Heaton Chapel Station arts project

Community rail's evidenced impact ...on passenger numbers



Passenger numbers on community rail lines rose by **42%** between 2008/9 and 2017/18, higher than the overall increase of **35%**



Community Rail Network analysis using LENNON data

Community rail's evidenced impact ...on people's lives



“I didn’t use the trains before, I felt a bit nervous. But with this project, I’ve found out that there are people that can help you at stations, and there is nothing to be scared about.”

Keeley Smith, 17, student, Sheppey College (working with Kent CRP)

1. Bringing people together, building pride & ownership

- Using stations & railways as sites to bring communities together
- Delivering social value, creating cohesive communities
- Simultaneously building familiarity, ownership and positivity around rail and sustainable transport (usually lacking!)



Friends of Bishopstone Station community workshop

2. Engaging children, young people & families

- Exciting, fun, creative initiatives inspiring 1000s of young minds pa
- Combatting ingrained car-dependency and constrained mobility horizons
- Helping young people and families to see the railways as ‘theirs’
- ...and use them to access life-changing opportunities

>> See our [report on youth engagement](#)



Platform Rail community rail education scheme (Sevenside, Gloucestershire, Worcestershire, and Transwilt Community Rail Partnerships)



Tackling Loneliness with Transport project



Video by
Gloucestershire
CRP & Severnside
CRP



3. Travel confidence, inclusion and accessibility

- Empowering marginalised and disabled people to travel with confidence
- Breaking down barriers and putting diverse lived experience at the forefront of rail development
- Helping the railway think beyond 'the (current) passenger'

>> See our [report on inclusion & accessibility](#)



Bentham Line CRP working with Northern & local charities to become a dementia friendly line



4. Integrated sustainable transport

- Communities know where problems lie
 - We pull partners together to join-up promotion, services, infrastructure, ticketing
 - We make small changes at stations (which can make a big difference)
 - We innovate to fill gaps
 - But it's rarely easy
- >> See our [Connected Stations guide](#)



Friends of Wool Station wayfinding and travel information



South East Lancashire CRP's Rivington Rambler

5. Achieving modal shift & greener leisure travel

- Community involvement = key to behaviour change, suggests research
- Recruiting people to rail / greener travel socially (and having fun!)
- Using local voices & stories inspire sustainable leisure travel
- Showing that rail can be the backbone of a greener transport system (can be overlooked locally)

>> See our [report on modal shift](#)



Wales on Rails campaign by Wales & Borders CRPs and Great Little Trains of Wales

Take the train instead of a car
and you save big on emissions

On a
30 mile
journey:



Train vs large petrol car

86% lower CO²



Train vs small petrol car

73% lower CO²

goGreen by Train



6. Co-creation, collaboration & responding to local needs & opportunities



Kent CRP event with Ashford College students in Community Rail Week



St Germans & Area Public Transport Group consultation on travel needs

SWANSEA STATION SHARED VISION MEETING

South West Wales Connected is hosting community vision meetings across the region, in towns and villages around railway stations, to give local people more of a voice about the challenges and opportunities as they see them. This was the first virtual meeting in Swansea and saw open community discussion exploring opportunities around Swansea railway station and High Street.

SWANSEA TRAIN STATION SHARED VISION MEETING

JOIN THE ONLINE CONVERSATION ON EVENTBRITE

We're inviting everyone who lives, works and spends time around Swansea High Street Station to come and **co-create a shared vision** for the area.

What would you like to **see** there, what's **possible** and how can we **make it happen?**

THURSDAY 18TH MARCH 2021
11:00AM - 1:00PM VIA ZOOM

South West Wales Connected's Shared Vision meetings for stations

Key points from us

- We need greater focus on modal integration, esp. in more rural areas
- Engagement & empowerment key to behaviour change
- Recognise & harness local knowledge, enthusiasm & good will (allies not trouble-makers!)
- Given the chance, communities will innovate, include & integrate
- Let them lead, don't leave behind

Friends of Goostrey Station



Devon & Cornwall Rail Partnership launching multi-modal promotional videos

Opportunities to work together



- Community rail is increasingly widespread – [see our map](#)
- We can build links between local government, community partners, rail & transport industries
- And deliver effective engagement supporting local strategies
- Collaborate with us to create sustainable & inclusive mobility



**Looking forward to
hearing your views**

**And exploring how
we can work together**

communityrail.org.uk
[@CommunityRail](https://twitter.com/CommunityRail)

