

Hereward Community Rail Partnership & Fenland Railway Station Masterplan Programme

Customer Impact Review

Name and brief description of policy being analysed

Briefly summarise the policy including any key information such as aims, context etc; note timescales and milestones for new policies; use plain language – NO JARGON; refer to other documents if required

The policy being analysed - Fenland Strategic Partnership Hereward Community Rail Partnership & Fenland Rail Development Strategy including our Railway Station Masterplan Programme.**The Fenland Rail Development Strategy 2011 – 2031**

The Fenland Rail Development Strategy was adopted by FDC Cabinet in April 2012. It sets out a programme of improvements for our three railway stations, sets out local aspirations for improvements to the three train services operating in our area and considers the commitment to develop a Community Rail Partnership (CRP). This programme is also strongly linked to the Fenland Local Plan and the delivery of the Council's programme of housing and employment growth. Rail is seen as important mode of transport linked to enabling more people to travel.

What is a Community Rail Partnership?

Community Rail Partnerships are about bring together the local community, local organisations and interested parties to help develop the railway. These projects provide a community based approach and voice to help deliver improvements along a rail corridor. These improvements will be many and varied depending on each area but typically can include station adoption, improvements to railway stations such as decoration, car parking, improved connection times for services and increased patronage on rail lines that have low patronage. The objectives depend on local circumstances.

The Hereward CRP covering the line between Peterborough and Ely with a specific focus on the stations at Manea, March and Whittlesea was launched in October 2012.

What is the Fenland Railway Station Masterplan Programme?

The Fenland Rail Development Strategy 2011 – 2031 includes the Better Stations Priority. The Masterplan Programme is concerned with the delivery of this priority. Each of our 3 stations has a masterplan setting out key projects which are required to regenerate each station.

Information used for customer analysis

Note relevant consultation; who took part and key findings; refer to, or attach other documents if needed; include dates where possible

Section A – Stakeholders and Consultation - This relates to the Community Rail Partnership and the Station Master planning work

1. The Main Stakeholders

Fenland District Council
Cambridgeshire County Council
Cambridgeshire and Peterborough Combined Authority
Department for Transport
Train Operating companies – Abellio Greater Anglia, Cross Country Trains, East Midlands Railway and LNER
Station adopters and other volunteers in the community.
PENRUG – Peterborough, Ely & Norwich Rail Users Group
Town and Parish Councils

2. Initial contact with the Public - Consultation

Feedback from the public to consultation (2006 – 2012) such as the Place Survey, regularly provided feedback that local people place great importance on local train services. They would however like to see improvements to the train services and to the stations.

3. Rail Development Consultation 2011

In response to the above, during 2010 and 2011, FDC and the Transport and Access Group, in partnership with the rail industry developed a draft rail strategy taking account of a range of rail related issues that we were aware of. Public Consultation on the draft strategy including consultation events in March, Manea and Whittlesea were undertaken; the public provided verbal feedback and also questionnaire responses. Minor amendments were made to the strategy and the final version was adopted by FDC Cabinet. The Strategy has three priorities – More Community Involvement, Better Stations and Rail Service Improvements. Support for the delivery of the Rail Strategy and a commitment to work in partnership has been provided by March Town Council, Whittlesea Town Council and Manea Parish Council.

Section B – Station Master planning

4. Station Masterplans

In order to deliver the Better Stations Priority of the Fenland Rail Development Strategy, a plan of improvements for each station is needed. Master Plans are in development which will show where new items will come forward. They will allow improvements to the stations over time. A draft Masterplan for Whittlesea was taken to Public Consultation during Summer 2013 with positive feedback. Manea Station Masterplan was taken to public consultation during 2014 also with positive feedback. A master plan for March was completed in January 2017. Also in 2017 £9.5million funding was secured from the Cambridgeshire and Peterborough Combined Authority to deliver the masterplans. Each project is at various stages of delivery with the details and updates as follows:

- Manea and Whittlesea Stations Platform lengthening and Whittlesea Pedestrian Bridge – a contract was awarded to Network Rail in 2016 for a GRIP 1 -3a Study. GRIP is the Network Rail procurement process. This study work concluded in March 2018. The delivery of this project including the detailed design and build will form a phase 2 of the stations work and will be linked to an increase in services at the Fenland Stations. The CPCA took a decision in 2020 to make this element of the work a second phase project. Further funding is needed for this once the phase 1 masterplan projects are complete

- Whittlesea – station entrance, car park, footpath and lighting scheme – This is being delivered as one project. All feasibility work was concluded in 2020. Additional lighting was added to the station approach by platform 2 by Greater Anglia in 2020. An initial single design was concluded in early 2021. A second SOBC with specific discussion around Whittlesea Station was completed in early 2023. Funding is now needed for the OBC and delivery stages.
- Manea Station Car Park – The car park for Manea Station is now complete and opened to the public in August 2023.
- Ticket Machines – all 3 stations – new ticket machines have been installed in March. Manea and Whittlesea have one ticket machine each that were installed in 2019. The machines have an option to speak with a member of staff who has remoted access can help a person purchase a ticket. An additional ticket machine and canopy for Whittlesea Station was installed in Spring 2021
- Manea and Whittlesea Waiting Shelters – These bespoke shelters were installed and completed in February and March 2020.
- Customer information screens were also introduced at all 3 stations during 2019. These are much improved on the previous screens. Manea and Whittlesea now have these facilities for the first time.
- S106 funding from developments have been obtained for ticket machines, shelters and a car park at Whittlesea Station, a shelter at Manea and a contribution towards a car park for Manea Station
- March Station – Platform 1 building project - procurement for the detailed design and build of the scheme concluded in early 2021, in partnership with the local train company who manage the station. This project included a fundamental redesign of the internal space at the station. With the final design being sympathetic to the historic nature of the build but with fully modern and accessible facilities e.g. waiting room, toilets. The new platform 1 building opened to the public in May 2022.
- March Station – improve and extend the existing car park – The new car park opened to the public in May 2023. The car park is 140 spaces with 9 accessible spaces.

Next Steps from January 2024 onwards

- Await the outcome of CPCA Medium Term Financial Plan consultation which includes £3million for Whittlesea Station. The funding being over a 3-year period to fully upgrade the station. Business case work for the platform lengthening and pedestrian bridge project is also expected to be included in this funding.

Section C – Community Rail Partnership

5. Department for Transport (DfT) Community Rail Strategy 2018 – Connecting Communities with the Railways

<https://www.gov.uk/government/publications/community-rail-development-strategy>

In November 2018, the DfT adopted a new community rail strategy. This new strategy has a stronger focus on the community rather than the previous approach which was more about designation of the railway line. This new approach enables greater working with the whole community. It also now has a focus on diversity and inclusion to encourage everyone within a community to be involved. The government's strategy is concerned with supporting community rail organisations to deliver against the following 4 pillars:

- providing a voice for the community
- promoting sustainable, healthy and accessible travel
- bringing communities together
- support diversity, inclusion plus social and economic development

The new strategy replaces the national designation approach with an accreditation process. The accreditation focuses on ensuring that organisation's delivering community rail services meet certain standards. This new approach allows for greater work across the whole community rather than the area around the railway line. It also ensures that diversity and inclusion matters have a stronger focus with community rail.

In response to the new strategy, the Hereward CRP Steering Group held a workshop in July 2019. This workshop supported by FDC Equality and Diversity Manager included a focus on who is our community and ensuring that going forward the CRP is making efforts to be more diversity, to meet people and seeks views from across Fenland.

The key outcomes from the workshop were as follows with December 2021 updates in red text:

- Set out a code of conduct for all future meetings of the CRP including the Steering Group. The code of conduct is based on one produced by the Women in Community Rail organisation and is included at the top of the agenda for all meetings. Complete – this is now added to the agenda for every CRP meeting. This has also been noted by the Department for Transport.
- Review the role of the CRP Steering Group and its focus including how we can involve a wider group of people and organisation's. This project has been work in progress and is ongoing since 2019, Changes were made to CRP Steering Group meetings in 2020 with some items being for information only and there are now yearly meetings for the funders to discuss direction. In 2022 the CRP Steering Group was revamped as the CRP Management Board, with a clearer focus on decision making. From 2023, half yearly meetings with the station adopters have been established. The outcomes of these meetings are shared and reviewed by the CRP Management Board.
- Discontinue the full partnership meetings due to their low attendance and unrepresentative nature. Replace these meetings with a programme of local events, most likely attendance at a range of events already in existence. This will include working with other FDC colleagues. CRP Steering Group Members will be present at these events. The full partnership meetings were discontinued. In late 2019 a series of events, meetings and stalls were established to form a full events programme for 2020/21. For all local events Steering Group members were to be present. Due to COVID19 these events had to be cancelled. It is expected that this programme will come forward in the future. A trial event under covid restrictions was held at March Christmas market in December 2021. From Summer 2022 the CRP events were re-established and since then conversations have been held with hundreds of people. Events have taken place locally and regionally. At railway stations and local events within the community. With the completion of the new platform 1 building at March Station, coffee mornings are also taking place.

6. Marketing and Tourism – CRP Identity, logo and branding

Work was undertaken to develop a marketing and tourism strategy for the CRP for 2017 - 2020. This highlighted issues about the logo and branding of the CRP. There was confusion that the CRP was a heritage line or a heritage project. Based on feedback from a marketing consultant it was agreed that a new more modern image is needed for the CRP. A consultation to decide on a new logo was held in November 2018, with the Hereward CRP having been relaunched with a new logo, branding and image in early 2019.



The new branding and image has been well received. The launch event included travelling on trains to a range of locations from March giving out branded information leaflets and promotional items. Promotional stands at a number of locations have also been completed. This has allowed us to meet around 5,000 people to share information about how easy it is to travel by train from Fenland.

The CRP has produced annual reports setting out key achievements since 2018/2019. These reports are now produced as posters and leaflets rather than hard copy word documents. This enables the information to be distributed more widely.

During 2019 the CRP, in partnership with Greater Anglia has also produced a video, a new leaflet explaining the connection to Hereward the Wake and commissioned around 50 new images for ongoing promotion. In partnership with local stakeholders this will facilitate greater promotion going forward. In 2021 the CRP podcast made in partnership with Greater Anglia was released - Lives on the line.

The new CRP website was launched in mid-2020 and completed the initial phase of the rebranding project. The site is colorful and modern, and it more accurately describes who the CRP are and what they do. Regular updates and latest news continue to be added to the website. In Summer 2023, the CRP Management Board completed a review of the CRP website and updates will be made in early 2024.

In early 2021 the CRP Steering Group held a workshop to discuss future marketing and tourism priorities for 2021 – 2024. The outcomes and priorities include a new 3 year programme around the title Think Train – Promote, Endorse and Encourage. The focus of this strategy is around encouraging people to travel by train, encouraging people to come back to the railways post lock down and the benefits of the Hereward Line. In 2021 we supported the Community Rail Network campaign Great Days Out by Rail. There are strong focuses around active travel linked to the new FDC Walking, Cycling and Mobility Aid Strategy which was adopted by FDC Cabinet in October 2022. The CRP helped to fund the development of this strategy. From Summer 2023 this strategy also commenced a review and a new strategy for 2024 – 2027 will be written and adopted in early 2024.

8. CRP National Accreditation

As stated above the DfT issued the new Community Rail Strategy in late 2018. This includes replacing the national designation scheme with accreditation. Both schemes are essentially about ensuring each CRP meets a national standard for its delivery, management, programmes and events. The Hereward CRP achieved accreditation in January 2020 and reaccreditation in December 2020, Jan 2022 and April 2023. The next accreditation meeting is expected to take place in April 2024.

9. Signing

Our 3 railway stations are located away from the town and village Centre. They are not therefore so visible for the community. Audit work also identified that on and off-road signing across Manea, March and Whittlesey to the railway stations was poor. In partnership with the County Council as highway authority, new information was added to highway signs and new finger poster signs for walkers and cyclists was installed advertising the station in 2021.

New signing at all 3 railway stations promoting the Hereward CRP was needed, included the CRP new logo on station signs and changes to notice board headers. These were installed towards the end of 2021. They are an important part of ensuring that the public understand they have a role to play with the railways. In partnership with Greater Anglia similar signs were introduced at Ely Station during 2022. Also in 2022, a new village map was introduced at Manea Station highlighting key locations in the village that you can access from the station.

Whittlesea station is tricky to navigate due to the staggered platforms and its distance from the town centre. A monolith sign including a map of the town with the station included has been added near the station entrance. A map of Whittlesea Station has been developed and added to the monolith

to help understand the layout of the station and how to access the platforms. A poster has also been developed and been added to a poster board next to the Network Rail hut. This clearly shows the direction you need to go for each platform with the destinations listed..

10. Notice Boards

Having a presence at other railway stations advertises to people that they can travel by train to Manea, March and Whittlesea. New noticeboards were installed at Cambridge Station in 2019 and new boards at March and Ely in late 2020. New notice boards are expected to be installed at Manea and Whittlesea Stations in early 2024. This are part of the history board project.

11. Social Media and consultation - The CRP and COVID19 – 2020 - present

Since early 2020 the CRP has focused on the use of social media and the website to promote railway messages and the good work of our volunteer Station Adopters. It was essential to have a presence within the community although this was virtual rather than in person. We also consulted the public about the proposed layout of the new platform 2 building at March Station. 3 Options were put to a public vote with the winning formation being chosen by the public. The CRP continues to promote a range of local events and information along with those more regional and nationally in support of community rail and its objectives. Initiatives include Great Days out by Rail, World Cup of Stations and local events. This use of social media continued strongly in 2023 and is recorded in the CRP Action Plan for the Management Board to review.

12. Neighborhood Transport Planning Guide

The Hereward CRP worked in partnership with Cambridgeshire ACRE to develop a local transport planning guide for communities and CRPs. This is to help local neighborhoods to plan and develop transport projects. This guide enables all people and communities to work together to assess their local transport needs and to help bring about change to deliver such projects. The guide was completed in early 2023 and widely publicised. It was again promoted in June 2023 following the local elections to raise awareness amongst new councilors.

13 Environmental Online Calculator – Think Travel Tool

This project aims to assist everyone to understand their journey choices and the environmental impact of those journey choices. The tool was launched in early 2023. Discussions are ongoing with Greater Anglia to consider how to use and promote the tool in the future.

14 Photography Contract

Visual information is often more powerful and better able to get across a key message than written information. The success of CRP projects to date using videos and images has shown the importance of this. The CRP needed a whole range of images that can be used to promote its work. 200 new images were completed by early 2023.

15. How to Videos

In 2023, the CRP working in partnership with Greater Anglia and 20twenty Productions are working on some pilot videos. These are to enable people to understand how to use the station ticket machines and how to use the railway passenger assistance scheme. These videos are expected to be available in Spring 2024. If they are successful, funding will be sources for other how to videos to form a series all of which are aimed at helping the public to use the railway.

16. CRP Activity Book and Hereward Character

An activity book for families using a new Hereward the Wake Character is in development and expected to be completed in Spring 2024. This idea follows discussions with the CRP Education Network and consideration of how we can involve children in the railway. The booklets will include a range of tasks to do at stations, at home or on the train.

	Could particularly benefit	Neutral	May adversely impact	Explanations	Is action possible or required?	Details of actions or explanations if actions are not possible Please note details of any actions to be placed in your Service Plan
Race	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Officers have considered all of the equality strands. This Customer Impact Assessment does not raise any negative equality issues. Officers have concluded that the FSP Hereward Community Rail Partnership policy will have positive impacts. People who do not have a car or do not drive such as the elderly or disabled or young people will benefit from the Rail Strategy and the CRP. There is no evidence that the policy may result in adverse impacts on equality or good community relations.	N	
Sex	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Gender reassignment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Disability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		N	
Age	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		N	
Sexual orientation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Religion or belief	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Pregnancy & maternity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Marriage & civil partnership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Human Rights	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Socio Economic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Delivery of the Fenland Rail Development Strategy and the Hereward CRP will have a positive impact as they encourage access, provide new opportunities	N	

				to travel. There is also an opportunity to improve the local environment and create employment. People without work have improved access to employment opportunities		
Multiple/ Cross Cutting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		N	
Outcome(s) of customer analysis						
<p>a) Will the policy/ procedure impact on the whole population of Fenland and/ or identified groups within the population; negative <input type="checkbox"/> neutral <input type="checkbox"/> positive <input checked="" type="checkbox"/></p> <p>Improved services and facilities in respect of the Fenland Railway will ensure a better use for everyone.</p> <p>No major change needed <input checked="" type="checkbox"/> Adjust the policy <input type="checkbox"/> Adverse impact but continue <input type="checkbox"/> Stop and remove / reconsider policy <input type="checkbox"/></p>						
Arrangements for future monitoring:						
<i>Note when analysis will be reviewed; include any equality indicators and performance against those indicators</i>						
<ul style="list-style-type: none"> Fenland Transport and Access Group quarterly Meetings Hereward Community Rail Partnership Steering Group quarterly meetings Feedback from rail users, station adopters and the local community – these will be taken account of in the above meetings The Office of Road and Rail (ORR) provides yearly figures for the use of each station. Abellio Greater Anglia are providing data starting in May 2014 for the Ipswich to Peterborough Service on a quarterly basis Reviews of the Fenland Rail Development Strategy including 6 monthly progress reports on Hereward CRP/FDC website Yearly Hereward CRP National Accreditation Review Meetings Manea, March and Whittlesea Station Master planning Project Boards. The Boards meet every 2 months. The ongoing 5-year monitoring programme for the completed projects at Manea and March Stations. This includes ongoing customer satisfaction surveys and local events to meet and speak with the public to seek their views. 						
Details of any data/ Research used (both FDC & Partners):						
<ul style="list-style-type: none"> Questionnaires and consultation responses to the Rail Strategy, CRP events and Station Masterplan events Feedback from the Station Adopters, volunteers and rail users including the CRP full partnership meetings Rail Development Strategy Stations Investment Plan Office of Road and Rail data about the use of stations Train Operating Company data Social media feedback – up to and including present day from FDC facebook and twitter accounts 						

<p>Completed by:</p> <p>Name: Wendy Otter</p> <p>Position: Transport Development Manager/Hereward CRP Manager</p>	
<p>Approved by (manager signature):</p>	<p>Date published: This should be the date the analysis was published on the website</p>
<p>Details of any Committee approved by (if applicable):</p>	<p>Date endorsed by Members if applicable:</p>

