

# Next stop for Community Rail? The Socially Enterprising Railway

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# Background: ATOC Report

- ATOC commissioned ACoRP to research experience of TOCs working with small businesses/social enterprises.
- Research carried out by Heart of Wales Line Development Co. – a rail-based social enterprise – David Edwards and Rachel Francis
- Final report is now available

# Each a glimpse.....

But not gone for ever!

- A few snapshots of community business on the railway across the UK
- Some great examples in Wales (and beyond)
- Great potential to go further
- Can we build this good practice into the new franchise?

# Anyone for tea?



And to go with it.....



# The mobile station buffet



# Return of the traditional station buffet!



# The perfect combination



# Pop-Ups with Virgin



# No ordinary booking office



# Llandeilo Community Hub



# Kilmarnock: before



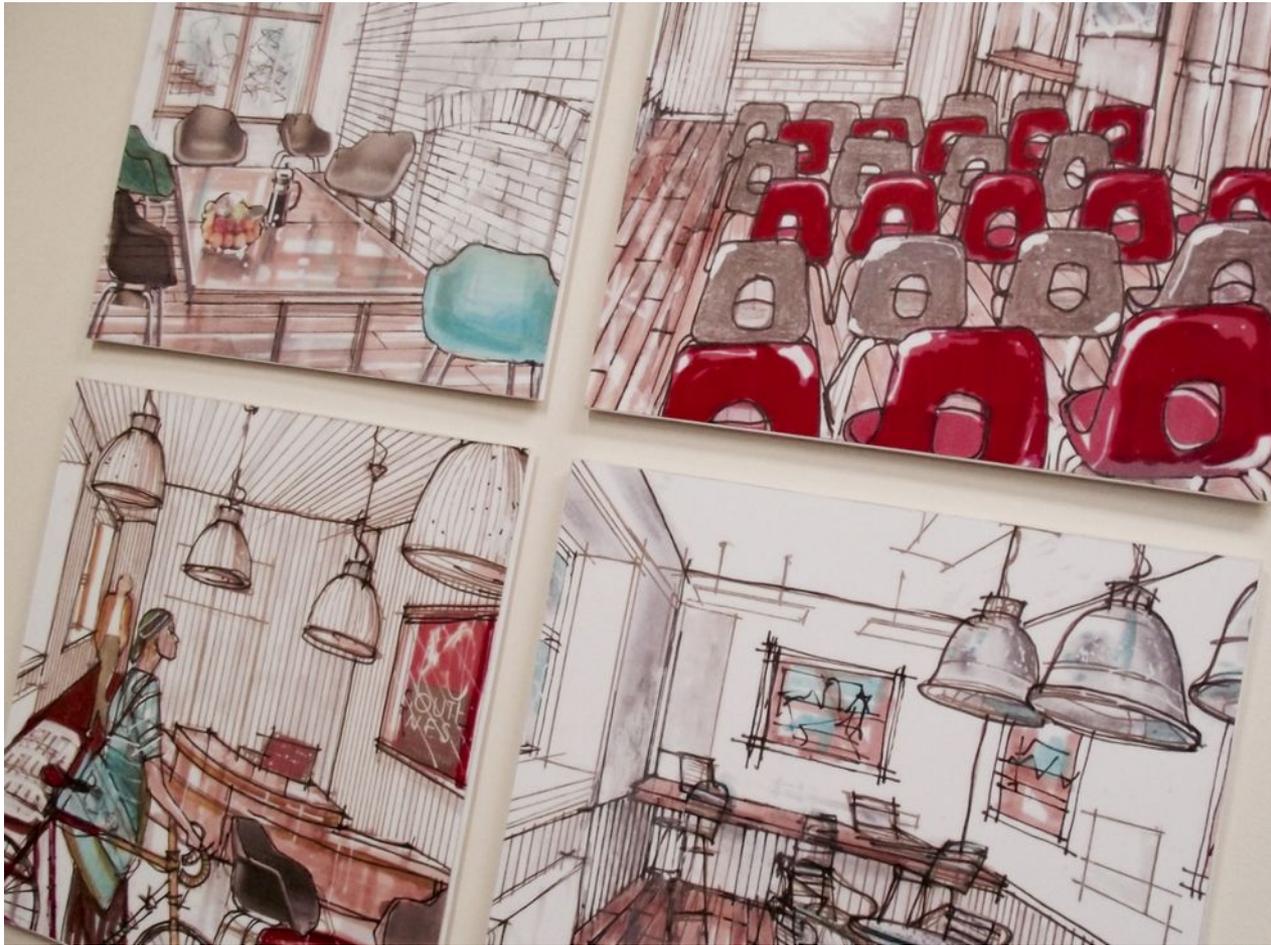
And after.....



# Local pride...Kilmarnock Station Village



# Marriages made in heaven? All happens at Pollokshaws West



# The last railway nursery...thriving!



# Be inventive!



# Are you being served?



# The Benefits: Rail Industry

- Breaks down barriers between railway and community: builds trust
- Brings stations back to life; makes them attractive and welcoming
- Adds additional services (e.g. On-train catering)
- Right approach can bring external investment
- 'Feel good' factor drives up usage
- Small but not insignificant extra property income
- New niche markets (freight...and more)

# Benefits: Local Communities

- Creates jobs and training opportunities
- Offers affordable space to SMEs
- Local economy grows
- Brings station environment back to life – local pride
- Provides a base for SME networks:  
'Kilmarnock village'
- Builds further potential opportunities

# Benefits: Passengers

- Stations become welcoming and fun places
- Additional services e.g.
  - Station cafe/pub
  - Other retail services
  - on-train catering
- Potential new ticket office facilities
- Less anti-social behaviour
- Passengers are part of their communities – local pride in ‘our station’

# Next stop for Community Rail?

- Most of these examples have been supported by Community Rail Partnerships
- CRPs need to get new partners in business community (e.g. 'Rural Concierge')
- Must to go beyond a simple 'marketing-led' approach and be more entrepreneurial
- Need for creative thinking and 'can do' approach
- Must be encouraged by new franchise specification and positive engagement by all bidders
- There are risks – as with any business. Needs support of WG, DfT and other public sector bodies including English LEPs
- The 'community business unit' concept has huge potential – Heart of Wales Line and Settle-Carlisle are the pioneers