



OCTOBER 2021

Community Rail Week - Pledge Day

CRP Officer: Julia Singleton-Tasker



Key Pillars:

- B. Promoting sustainable, healthy and accessible travel
- C. Bringing communities together and supporting diversity and inclusion
- D. Support social and economic development

CRP Aims:

1, 5, 6, 8, 9



Goals/Objectives

- Encourage rail users to sign the Go Green by Train pledge.
- Engage with them on sustainability within the rail industry.
- Educate rail users about the exact figures regarding the environmental benefits of rail travel.
- Create a Sustainability webpage, a Sustainability Statement and a place for people to write their own pledges.
- Create a video montage of the signed pledges to be shared on CRP and partners' websites and social media



Background

The Heart of England CRP joined other community partnerships and volunteer groups across Britain to spearhead a national campaign highlighting sustainable travel as a key factor in tackling the climate crisis, in the build up to COP26.

Community Rail Week, organised by Community Rail Network and sponsored by Rail Delivery Group, is the first event of its kind in the UK and saw hundreds of local partnership projects and volunteers getting involved to promote green travel by train during 18th - 24th October.

With greener transport now recognised as a fundamental part of the solution to climate change, Community Rail Week, with the tagline 'Go Green by Train', looked to drive change at a community level through the efforts of 74 community rail partnerships and over 1,000 station friends' groups across Britain. The Heart of England CRP hosted two events during the week, our Pledge Day and a Sustainable Stations Workshop.



Approach

- Prior to the pledge day itself, we sent out an invitation to stakeholders, local dignitaries, community groups and project partners to invite them to attend the Pledge Day. We also attached a digital version of the pledge card so, should they not be able to attend, they were still able to sign the pledge, take a photo and be a part of the pledge day photo montage.
- On the day, we had a table on the concourse at Coventry Station, with more information as to the benefits of travelling by rail. We asked rail users to sign the 'I'm Going Green by Train' pledge on a white board (reusable) and then took a photo of them holding the pledge.
- We were joined by representatives from our funding partners as well as by the Young Rail Professionals and CRN, who supported us throughout the event.
- The images were be made into a Pledge Card video, now on our website [homepage](#) and on our social media sites.
- Everyone who wrote a pledge, received a Bird and Butterfly seed packet with the CRP logo on them. The first 125 people also received a cookie from Wicked Cookies. We had additional gifts such as coffee pouches and mouse mats to give out.
- We interviewed some of the key community figures, the Lord Mayor of Coventry, the Mayor of Nuneaton and Bedworth, the Deputy Mayor of Warwick, the Executive Director of WMR, and the video is now available to watch [here](#).
- To ensure we continue to engage with people regarding sustainability, we have a new [Sustainability](#) page on our website where we highlight the CRP's Sustainability Statement, the sustainable practices our partners are adopting, and where people can make their own sustainable pledge.
- Thanks to our partners at Warwick District Council, as part of their Better Points scheme, participants were able to can earn extra rewards for hopping on the train in Warwick district throughout Community Rail Week.





Items Sourced

ITEM AND COMPANY	QUANTITY	COST
Refillable Whiteboard pens - Walters and Walters	10	£20.40
Customised Seed packets - totalmerchandise.co.uk	250	£131.75
Wicked Cookies	150	£217.50
Videographer - Jam AV	n/a	£500
Printed Resources - WCC	n/a	£49.50
Goody Bags - Local shops in Kenilworth	20	£33.28
Goody Bag items: CoffeeBoxed Coffee Sachets	60	£37.46
Re-useable Water bottles, donated by Avanti West Coast	50	£0
Recycled material mousemats, donated by CrossCountry Trains	50	£0
Glass Tokens - melissasmeltingpot.co.uk	20	£60
Key Rings with torch, donated by Network Rail	25	£0
TOTAL COST		£1049.89

Feedback

Rail users were keen to engage with us and several commented that they were delighted that we were highlighting the importance of rail travel to help create a more sustainable future. Most knew that it was greener to travel by train, but were surprised by the statistics at how much greener it is.

'Julia from Heart of England CRP did an amazing job in organising a successful 'Pledge Day'. It was great to see the station busy reinforcing our rail recovery message and seeing so many customers taking the time to talk to us and sign the pledge to support 'go green by train' was really impactful. If we can encourage more people to travel by rail as well as other transport modes it will help shape a more sustainable future'.

Jo Buckley, Community Manager Avanti West Coast

Media

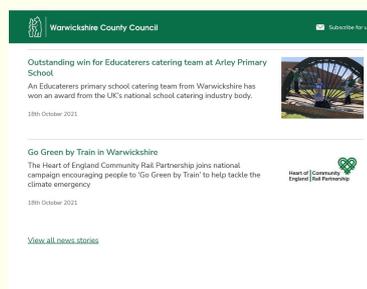
Press Release [CRP website](#)

Featured on Warwickshire County Council's homepage

CRP Officer was interviewed by Global Media, who own Heart, Capital, Smooth and LBC radio stations

Featured in the [Coventry Observer](#)

<https://www.crosscountrytrains.co.uk/community-news-feed/october-2021/cross-country-supports-inaugural-community-rail-week>



With thanks to...

- The Avanti West Coast staff at Coventry Station for allowing us to use the station and supporting us throughout the day.
- Jam-AV for producing a high quality video and for their professionalism throughout.
- All the partners of the Heart of England Community Rail Partnership and Network Rail for supporting the day.
- Veena Kumari from Young Rail Professionals who volunteered tirelessly throughout the event.
- Cllrs John McNicholas, Robert Tromans, Parminda Singh Birdi, Peter Butlin, Heather Timms and Richard Dickson for joining us at the station and pledging to 'Go Green by Train'.
- Malcolm Holmes, Executive Director of West Midlands Rail Executive for his support throughout the day and for highlighting the importance of Going Green by Train.
- Community Rail Network for their support and advice throughout the planning stages and for joining us on the day.
- Our project partners for coming to take part and talk to us more about sustainability throughout the day.



At the Heart of England Community Rail Partnership, we recognise that environmental protection is one of the most important issues facing the world today. We're committed to working in environmentally sustainable ways, applying the principles of sustainable development for the benefit of current and future generations, both locally and globally.



We will be mindful of sustainability principles and strive to reduce the environmental impact of our activities.



We will work with partners to increase biodiversity at our stations.



We will reduce the amount of waste we produce by reducing, reusing and recycling items whenever possible.



We will source items and resources from local independent businesses and organisations when reasonably possible.



We will encourage CRP Officers and partners to apply sound sustainability practices at home and within the wider community as well as at work.



We will promote the benefits of the railway and how it helps individuals to lead a more sustainable life.



We also work to raise awareness of environmental issues and the need to move towards a more sustainable future among partners and other stakeholders. To this end we encourage sustainability research and education, through workshops, education programmes and collaborative work with community partners.