



Making rail a great experience

Why does it matter?

The rail industry has a huge impact on society and, in turn, Network Rail has a huge responsibility to connect communities and ensure the impact of the rail network is a positive one. Work to make rail a great experience for passengers has the potential to increase the appeal of the railway to people spending leisure time and holidays exploring what Britain has to offer.

Stations have become increasingly transitional and functional spaces over recent years, but it is now time to put them back at the heart of communities as they once were. This theme asks you to consider a life-enhancing railway experience for all who use it, according to their needs and without discrimination.

Highly recommended activities

Network Rail's community rail strategy is committed to working with local people in the development and promotion of local and rural routes, services and stations. It also encourages the community to get directly involved in improving the railway environment through the use of redundant buildings, improvement of railway land, and the provision of additional services such as cafes and pop-up shops. Contact your Community Rail Manager or email Alexander Maltby to find out who is your Community Rail lead.

Suggested activities

Below are some suggested activities you could deliver to help make rail a great experience.

- Invest in community issues which affect the station experience, enhancing the appearance, accessibility or safety of a local station. Examples include working with local homeless people or addressing antisocial behaviour issues. You could contact your Community Safety Manager or Station Assistant for suggestions.
- Work to improve workforce behaviour with customer service training for public-facing staff.
- Work with local stations to show commitment to caring for communities through bucket collections and other fundraising or promotional activity.
- Work with your route Community Rail Manager to encourage the local community to adopt a station, and then support them through the Community Rail Partnership to improve the visual impact and rejuvenate the local station.



How do you measure success?

Implement and monitor activity that results in evidence that passengers and members of the public who are impacted by our network are treated appropriately, according to their needs, without discrimination. You could also consider that the perception of rail and the positive passenger experience.

Key performance indicators

Below are some suggested key performance indicators.

- Number of volunteering days focused on 'marking rail a great experience'
- % of people on the project undertaking customer service or positive behaviour training
- % of people on the project attending 'Everyone' training
- Amount of time invested in adopt-a-station projects
- Social return on investment assessment of social issues addressed such as; homelessness and antisocial behaviour.