

ACoRP Community Rail Awards 2011

Closing date for entries:

Friday 24th June 2011

Closing date for dinner bookings:

Friday 2nd September 2011



Gala Dinner & Awards Presentation Evening

Friday 23rd September 2011

City Hall, Sheffield



Key supporters:



History of the Awards

The Community Rail Awards were devised in 2005 so that the unsung heroes and heroines of the community rail world would have their hard work and dedication publicly recognised and rewarded. At the time, no other railway or transport awards were paying much heed to the development and achievements within our sector so we thought it was time for us to create our very own dedicated awards to celebrate all that was outstanding about it; hence the birth of the annual Community Rail Awards!

The emphasis of the awards was, and still is, on rewarding excellence and promoting best practice in community rail development, recognising the ordinary people doing extraordinary things on behalf of the railway and the community.

The first gala dinner was held in Norwich in September 2005, where we received over 200 entries. It complemented the first Community Rail Festival, also held in Norwich the weekend following the awards evening. It was all such a success that we decided to do it again in 2006 at the wonderful National Railway Museum in Shildon, at the amazing De La Warr Pavilion, Bexhill in 2007, at the gargantuan Pavilions Arena, Plymouth in 2008, at the Swallow Hilltop Hotel in Carlisle in 2009 and last year we were in Westcliff-on-Sea at the stunning Cliffs Pavilion.



The Community Rail Awards and the Community Rail Festival (organised independently by the local community rail partnership/s) are now established as key annual events, the awards traditionally being on a Friday evening in late September and the festival during the ensuing weekend.

The event has evolved each year and we now approach the seventh Community Rail Awards with the gala dinner taking place this year at City Hall, Sheffield. We are delighted to announce that Steve Butcher Deputy MD, Northern Rail and Tim Shoveller, MD, East Midlands Trains have kindly agreed to be our guest presenters in Sheffield.

We are very proud of this special ACoRP event and hope to receive at least as many entries as last year! Look out for our new 'Outstanding Teamwork Award'. We look forward to seeing you there.

Neil Buxton,
General Manager, ACoRP

*All images supplied by:
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Rules of Entry

Entry is FREE. You may submit as many entries as you wish provided that you complete a separate application form and provide separate supporting evidence for each individual entry. You may submit the same entry in different categories. You may photocopy the nomination form for multiple entries. Please ensure that anybody you nominate is aware that you have entered them into the awards. Previous first-place winning projects will not be considered in 2011 unless the judges consider that there have been significant changes or development within the last year.

For every entry we require the following:

- **A written summary of the entry in no more than 100 words** (*on the nomination form itself*). **Remember, this is the first thing the judges read and if you bore them at the beginning you are fighting an uphill battle from the start!**
- **A fuller written description of the entry - no more than 2 x A4 sides.**
- **Current images must be supplied with every entry** (*these will be used in the awards presentation*). A minimum of one and a maximum of six photos with titles / captions please – on CD where possible and of high resolution (minimum 300dpi). 'Action' shots are preferred and remember to include before and after views where appropriate. Images can be printed copies or on CD, but should be of sufficient quality to be reproduced.
- **Other relevant material** - limited to a maximum of four items (please **do not** send large reports, videos or DVDs unless they are specifically the entry).

NB: Entries with more than the specified amount of supporting material may automatically be disqualified by the judges so please ensure that you read the rules of entry very carefully and adhere to them!

Prizes

For each category, the winner will be awarded a trophy, a cash prize and a certificate; all runners-up will receive a certificate.

Closing Date

Entries must arrive at the ACoRP offices **no later than 17:00 hours, Friday June 24th 2011** but we do encourage early submission!

Who will judge?

Independent representatives within the rail industry. The judges' decision is final.



Nomination form & Gala Dinner booking form

Both forms can be downloaded from our website or requested from the ACoRP office either via email to hazel@acorp.uk.com or by phone 01484 848671.

NB: We are unable to return any entries or photographs. We reserve the right to use any images in future publications with appropriate credits.

Categories & Criteria

Nomination Guidance Notes

*It is essential that as far as possible, your entry meets the judging criteria for each category entered so please read carefully. When writing your entry, please be clear about who you are nominating, especially for projects that have many partners. **NB: This is the name(s) or group that will be printed on the certificate and to whom the certificate will be presented at the gala dinner.***

1. Involving Young People *Network Rail*

Community rail partnerships have a long history of working with young people on all manner of projects including station environmental schemes, safety and educational projects.

Method of Entry: Nominations may be made by a train operator, community rail partnership, school or group that has taken part in or organised the project. *See Nomination Guidance Notes.*

Judging Criteria: We are looking for entries that have successfully engaged with young people to deliver an outcome that benefits the community, the young people taking part and the railway.

2. Community Art Schemes *First Great Western*

Public art can enhance station environments, provide a link between communities and the railway and above all be good fun!

Method of Entry: Entries in this category could be from the artists, project organisers or companies sponsoring the project. *See Nomination Guidance Notes.*

Judging Criteria: This award will be judged equally on artistic content and the community involvement generated by the project.

NB: You must include photographs with your entry that clearly show the artwork in the railway / station context.

3. Local Transport Integration *Lancashire County Council*

When using public transport the ideal is a seamless journey. In this category we are looking for examples of good practice in integration between the local railway and other modes of transport, be it walking, cycling, airports, ferry services, small scale bus integration projects or even innovative solutions to car parking at stations.

Method of Entry: Entries may be submitted by individuals, teams, groups or companies. *See Nomination Guidance Notes.*

Judging Criteria: Judges will be looking for projects that make the transition from one transport mode to another as smooth as possible for the passenger. Extra credit will be given to those submissions that show evidence of results achieved to date and forecast benefits for ongoing improvement.

Categories & Criteria

4. Best Station Garden or Floral Display *Network Rail*

This category is aimed at rewarding the green-fingered, hard-working staff and volunteers who maintain station gardens and floral displays across the network. This is the chance for those individuals or groups to step forward and receive the credit they deserve as they go beyond the call of duty, dedicating many hours to creating and maintaining a pleasant and colourful environment for the travelling public to enjoy.

Method of Entry: Entries may be submitted by individuals, teams, groups or companies. See *Nomination Guidance Notes*.

Judging Criteria: We are looking for gardens or displays that enhance the station environment by adding splashes of colour and greenery. Entries must describe the work you have done or are doing to improve the surroundings of your station.

NB: You must include before and after photographs with your entry that clearly show the garden or display in the railway station context.

5. Best Station / Train Retail Outlet *Merseytravel*

This category encompasses all retail provision on or adjacent to a station or even on board a train. Whether it is a pub, cafe or shop, we are looking for outlets that provide outstanding products and service, with a clear community focus.

Method of Entry: Entries may be submitted by individuals, teams, groups or companies. See *Nomination Guidance Notes*.

Judging Criteria: The judges will be looking for establishments that consistently provide high quality products and excellent customer service. Extra credit will be given to those that also use 'locally sourced' or Fair Trade products and are evidently supportive of the railway and local community.

NB: every entry in this category will be visited anonymously by one or more of the judges.

6. Station Development *Railway Heritage Trust*

Stations are the shop window of the railway and many on community rail lines have been improved or restored to their former glory. In this category we are looking for the best examples in station development, both contemporary and heritage. Projects might include complete restoration, new uses for disused buildings, minor makeovers or even major works that have enhanced the use of the station.

Method of Entry: Entries may be submitted by individuals, teams, groups or companies. See *Nomination Guidance Notes*.

Judging Criteria: The judges will be looking for projects that have improved the passenger experience by making the station more than just a place to get on and off trains! Extra credit will be given for entries that clearly demonstrate this and are supported by testimonials from customers.

NB: Before and after images must be submitted with entries for this category.

Categories & Criteria

7. International Award *Abellio*

The concept of community involvement in railways is gradually gaining credibility in Europe and further afield, in India and America for example. To give our international colleagues an opportunity to take part in the ACoRP Awards, we created this special category which recognises more general community rail activity elsewhere in the world.

Method of Entry: Entries for this award can be nominated by anyone within the specified country, including user groups, train operating companies, community partnerships, local authorities or station adoption groups. In certain circumstances, we can also accept nominations from the UK, as long as the international nominee is aware of and agrees to the entry. **See *Nomination Guidance Notes*.**

Judging Criteria: Judges will require clear evidence that an organisation, team or individual has used community development principles to bring local communities and their railway together, to the greater benefit of both.

NB: (For this category only) Entries specifically sent from abroad can be submitted via email but all criteria and rules of entry must be fulfilled.

8. Photo Competition - Best Community Rail PEOPLE Image *Northern Rail*

We want to see your best **six** photos of community rail people, in action, but these must be clearly within a community rail setting. This could be people at a community rail event, volunteers or paid officers at work etc. Only photos taken since July 2010 must be entered. Entries may be digital or film and those that are captured creatively, humorously and pertinently will be favoured by the judges.

Method of Entry: Open to nominations from any source but the following must be adhered to:

- A **maximum of Six** images per person / group. **(If more than six images are submitted to this category then your entry will automatically be disqualified).**
- Colour and mono prints maximum size 10" x 8".
- Digital images in TIFF or JPEG format, maximum file size 5mb burnt onto CD.
- Please supply a title or caption for each image.

NB: Photos cannot be returned and may be used in publicity, please name photographer where possible (appropriate credit will be given to photographer where known). If you wish to retain a copy of the image, please ensure you have made a duplicate before sending in your entry.

Judging Criteria: The shortlisted entries will be selected by public vote. Anybody can vote for the image that they think best captures the essence of community rail people via the ACoRP website, but only **from 5th August 2011**. www.acorp.uk.com

9. Best Marketing Publication *First Great Western*

There are many excellent publications promoting community rail lines including newsletters, line guides and timetables to name but a few. In this category we are looking for examples that demonstrate innovative and effective approaches to marketing. **NB. Hard copy examples must be included with your entry.**

Method of Entry: We invite entries from community rail partnerships, train operating companies, groups or individuals. **See *Nomination Guidance Notes*.**

Judging Criteria: The judges will be looking for items that are easy to use, attractive and informative. In your entry you should tell us the number you printed and how you distributed them. Extra credit will be given where indication of effectiveness is included in the entry.

Categories & Criteria

10. Best 'Community Rail' Event *Go-Ahead*

Community rail is all about engaging with the communities along the line. We are looking for excellent events undertaken on community rail lines, examples of which could be music trains, station festivals / galas, walking programmes or any other community rail event.

Method of entry: We invite entries from community rail partnerships, train operating companies, groups or individuals. *See Nomination Guidance Notes.*

Judging Criteria: Judges will be looking for inclusive events that have promoted a positive image for the railway and that are accessible to all. Again extra credit will be given where indication of effectiveness is included in the entry.

11. Outstanding Volunteer Contribution *Merseyrail*

In community rail development it is people who count most. We want to hear about individuals, whether they are members of the local community, community rail partnership, station adoption group or rail user group who have made an outstanding contribution as a volunteer.

Method of Entry: Entries for this award can be nominated by train operating companies, community rail partnerships, station adoption groups, or individuals. *SELF NOMINATIONS WILL NOT BE ACCEPTED.*

Judging Criteria: Judges are looking for nominations which clearly show that the individual has made an exceptional contribution to their line, station, partnership etc as a volunteer. Extra credit will be given where independent testimonials are available.

12. Best Station Adoption Group *National Express East Anglia*

New station adoption groups are being set up nationwide and we want to hear about the groups that are making a real difference to their station and community.

Method of Entry: Nominations can be submitted by train operating companies, community rail partnerships, station adoption groups or individuals. *See Nomination Guidance Notes.*

Judging Criteria: The judges will be looking for a good mix of projects undertaken, a commitment to promoting the train service and evidence of working with other groups / companies beyond the station boundary.

13. Outstanding Railway Staff Contribution *Network Rail*

This award aims to recognise outstanding effort by railway staff who provide exceptional service to the customer and their community.

Method of Entry: Entries for this award can be nominated by train operating companies, community rail partnerships, station adoption groups or individuals. *SELF NOMINATIONS WILL NOT BE ACCEPTED.*

Judging Criteria: The judges will be looking for nominations which clearly show that the individual has shown commitment to their line above and beyond the call of duty, promoted a positive image for the local railway and had a beneficial impact for railway users. Extra credit will be given where independent testimonials are available.

Categories & Criteria

14. Outstanding Teamwork Award *Network Rail*

Newly introduced this year, the Outstanding Teamwork Award recognises motivated teams that have had a dramatic and positive effect on the running of their Community Rail line/s. This category can be entered by teams from just 2 people right through to teams of hundreds if appropriate. The team must include members from different sectors of the industry working in co-operation to improve their railway.

Method of Entry: Entries may be submitted by team members, team leaders, managers or customers and will need to clearly demonstrate how, working together as a cohesive unit, the team has made a real difference to the operation of their line/s. Teamwork rather than just a groups of individuals working together will be a major deciding factor.

Judging Criteria: Has the team made a difference that is noticed by the customer? Has the team set new standards that can be used as an example to others and have they demonstrated that, by working as a team, they have become more powerful and effective than individuals working alone?

15. Passengers Matter *First Transpennine Express*

The “Passengers Matter” award will acknowledge excellence, best practice and innovation in customer service within community rail. Examples could be a new initiative that has improved the journey experience for passengers such as improved information, easier access especially for those with reduced mobility, better seating and waiting areas etc. Other examples could be providing Wi-Fi access in waiting areas at stations; or initiatives which have encouraged the use of community rail by under-represented groups.

Method of Entry: Entries for this award can be nominated by user groups, train operating companies, community rail partnerships, local authorities or station adoption groups. See *Nomination Guidance Notes*.

Judging Criteria: Judges will require clear evidence that an organisation, team or individual has provided outstanding service and has made a significant difference to the community rail passenger experience.

16. Showcasing Wales *Welsh Assembly Government*

Sponsored by the Welsh Assembly Government, this is a special feature of this year's awards and has been included as a ‘Showcase’ category to highlight Community Rail in Wales and the Borders. During the Awards presentation evening in Sheffield this showcase will reveal the diversity of the lines throughout Wales and the work being undertaken to involve communities. It will also show how services are being marketed and will demonstrate the effectiveness of the joint work of the Community Rail Officers of Wales.

ENTRIES ARE NOT TO BE SUBMITTED FOR THIS CATEGORY - this is a special one-off showcase award.

Overall Winner Award *Network Rail*

A special prize will be awarded to the organisation, group or individual that the judges feel has contributed most to the Community Rail Development Strategy in the past 12 months. Winners will receive a trophy, cash prize and a certificate. This winner is chosen by the judges from all the entries.

ENTRIES ARE NOT TO BE SUBMITTED SPECIFICALLY FOR THIS AWARD.

How to Write a Good Entry

Firstly you need to consider whether your entry meets the criteria of the category for which you are applying. Once you have done this, concentrate your efforts on explaining the reason you are nominating / entering this project or person and why they / it should be a winner. Take care to note any special requirements of the category you are entering. To help structure your entry, you may wish to consider some of the following points:

1) Overview

- What is the name of the project / person / group / retail outlet you are nominating?
- Where did the project take place, person work / volunteer?
- Who was involved? TOC, Network Rail, CRP, community groups, funders etc?
- Why did you start this project / why are you nominating the person / retail outlet?

NB: The above should form the basis of your 100 word summary.

2) For projects - What the project entailed

- What was your plan of action?
- What resources did you draw upon?
- What steps were taken to achieve your goal?
- What difficulties were involved?

3) For people, groups and retail outlets

- Who are you nominating?
- What effect have they had on your project(s) CRP, etc?
- Include a photo of the group / person - action shots are better.

4) Objectives - for projects

- What exactly did you want to achieve?
- How did you plan to measure your success?
- What would constitute real success?

5) End results

- Did the project fulfil its objectives?
- What evidence do you have to support the success of the project?
- What has been the response of the community / users / media?
- Did the project deliver any knock-on / unexpected results?



Messages from Sponsors

East Coast “Community Rail plays a crucial role in Britain’s thriving rail network. It links people with places, sometimes off the beaten track, and provides the lifeblood to many communities. East Coast is delighted to support the work undertaken by community railways across Britain and is pleased that their contribution to the social and economic life of the nation is celebrated at these prestigious awards.”

Network Rail “With more people taking a real interest in their local environment and in sustainable transport solutions, Network Rail is delighted to continue its support for the Community Rail Awards, celebrating all that is best in community railways.”

First Great Western “With all the famous Devon and Cornwall Branches, the highly scenic ‘Heart of Wessex’ line, the urban Severn Beach route and a share of the ‘Three Rivers’ lines in our franchise, FGW has always been a huge supporter of Community Rail - it connects us closely to what our customers and supporters really want from their local railway and the resultant healthy growth in patronage bears out that close attention to detail.”

Abellio “Abellio is delighted to sponsor the Community Rail Awards once again, and to join ACoRP in celebration of the latest achievements of the individuals and organisations who continue to build such crucial and successful bonds between the rail industry and the local communities that it serves.”

Lancashire County Council “Lancashire County Council is once again pleased to sponsor the Local Transport Integration award. This award has attracted some very innovative projects and it is hoped that through this we can not only improve things at a local level but through dissemination spread best practice nationally as well.”

Railway Heritage Trust “The Railway Heritage Trust is pleased to continue its sponsorship of the Community Rail Awards through the ‘Station Development’ Award. We believe that the result of station development is a key element of rail passengers’ journey experiences, and are delighted to recognise the work done by various groups to develop the stations on the Network.

The Railway Heritage Trust is totally supportive of the Community Rail concept and recognises the significant benefits it can bring to local rail services and to all who use them.”

ATOC “The Community Rail Awards are an excellent way of recognising the consistent hard work, often by unsung heroes from local communities, to promote and develop their rail services and local train operator. ATOC is pleased to continue its support of the awards, which are also a great way of highlighting best practice to help ensure the community rail success story continues to go from strength to strength.”

Angel Trains “Angel Trains has a strong commitment to the future of rail and recognises its importance to local people and their communities. We are delighted to support ACoRP once again as a sponsor of its Community Rail Awards, which recognises the great work and achievements of Community Rail Partnerships and their volunteers in improving local rail for everyone.”

Go-Ahead “Go-Ahead is delighted to support Community Rail Partnerships which continue to play an important role in promoting and sustaining community rail. We remain committed to supporting the excellent work carried out through the Community Rail Partnerships in our rail companies. These partnerships enable us to deliver improvements to local rail services, raise the profile of those services in the surrounding communities and help encourage passenger use.”

First TransPennine Express “We are delighted to support the Association of Community Rail Partnerships (ACoRP) and their annual awards. The Community Rail Awards highlight the fantastic work carried out across the country to further improve the local railway, which is becoming ever more important as more people choose to travel by rail.”

Messages from Sponsors

Northern Rail “Northern Rail is committed to the communities we serve and we recognise the value of the work which the community rail partnerships deliver to bring together the railway and the local communities. Their efforts help to make local rail services successful and we are delighted to support this event which celebrates the very best achievements from across the country.”

National Express East Anglia “National Express is a keen and committed supporter of community railways. Thriving and vibrant community rail lines are part of the social and economic fabric of the nation - connecting communities and improving the lives of people along those routes. We have a long track record of developing and promoting community rail lines with local partnerships. We also hosted the first Community Rail Awards and Festival in Norwich in 2005 and welcomed the Awards back to our region with last year’s event in Westcliff-on-Sea. Across our franchise we have a fantastic network of station adopters, who help us make our stations proud gateways to the communities they serve. We are therefore delighted to sponsor the Station Adoption award, which recognises the best efforts of station adopters on community rail lines across the national rail network.”

Merseyrail “Merseyrail recognises the important role the community play within local transport, with local people solving local problems. We continue to work with various organisations who have become involved in our own Station Adoption scheme. Station Adoption enables individuals, groups or organisations to get involved with their local station. We, along with our partners at Merseytravel, believe that our stations are the gateways to our communities and these groups help to deliver a cleaner, safer and more attractive environment to all rail passengers.

The Community Rail Awards brings the opportunity for public recognition of the hard work and dedication of these volunteers.”

Merseytravel “As the franchiser of one of the country’s best performing rail networks Merseytravel is once again delighted to sponsor the Community Rail Awards to pay tribute to those who, like ourselves, believe successful and attractive rail services are essential to the welfare of our local communities.”

Welsh Assembly Government “The Welsh Assembly Government has continued to invest in the railways in Wales. We have funded the opening of new lines and stations, improved train services and frequencies, and have funded accessibility improvements for trains and stations. These include improvements that will benefit the six Community Rail Partnership areas of Wales and the Border counties.

We continue to support the six Community Rail Partnership’s in Wales through our grant funding to ACoRP. We are delighted that there is a specific Welsh element to the Community Rail Awards for 2011. We are pleased to sponsor this award and are delighted to attend this prestigious event of the community rail calendar.”

Kilbride Group “Kilbride has been promoting the reinstatement of the Bere Alston to Tavistock rail line as a Community Rail line and has been involved informally in a number of other proposals. We are delighted to support ACoRP’s community rail activities and the Community Rail Awards and we recognise the beneficial impact rail infrastructure can have on new and growing communities and vice versa.”

Scotrail “ScotRail are delighted to support the seventh annual Community Rail Awards in celebration of the links that we enjoy with the good folk who do gardening at over one hundred of our stations and the groups and individuals who have introduced new uses such as second-hand bookshops, meeting rooms, artists’ studios, model railway clubs and heritage centres to make use of accommodation that is surplus to our requirements.”

Sponsors of the Community Rail Awards 2011



Community Rail Festival 2011

There will be a Community Rail Festival in Sheffield, provisionally on Saturday 24th and Sunday 25th September.

Details will be posted on the ACoRP website in the near future.

