

Re-accreditation March 2023

















Purbeck Community Rail Re-Accreditation Report July 2021/ March 2023

Background

The past year has been subject to change within the Purbeck Community Rail Partnership (PCRP). During the 2022/2023 period there has been a transition of Community Rail Officer with Steven Booth taking on the role in October 2022 from Josephine Foley who left in August 2022.

We would like to thank all those who have supported the Partnership thus far and look forward to their continuing support as we move forward. There are of course some challenges, however we are reaching out with more community and stakeholder engagement activities to develop positive partnerships to achieve the improvements we would all like to see on our railway. The partnership is governed by the Constitution and the Activity plan as a working document agreed and updated by the Steering Group.

The Purbeck Community Rail Partnership Steering Group is comprised of: Community Rail Network, Dorset Council, Network Rail, Perenco UK, South Western Rail, Swanage Railway and Swanage Town Council.

The Stakeholder Group includes the preceding bodies as well as the following: Wareham Town Council, Corfe Castle Parish Council, Friends of Wareham Station, Friends of Wool Station and Purbeck Transport Action Group.

New members include: Friends of Dorchester South, National Trust, Dorchester Town Council, MoreBus, First Wessex, RSPB and Wool Parish Council.

Meetings have predominately been online during 2022/2023.

Funding

The accountable body and employer function has now passed to Hampshire CRP in Autumn 2022, for an initial period of one year. All reserves have been transferred from the Swanage Railway, previous accountable body and employer. Consideration to be given to future structure of PCRP, including whether to join forces with other local CRP(s) or to become Incorporated in its own right.

South Western Railway (SWR) continues to be the main core funder to which we are grateful and wish to thank them for their continued support both financial and advisory. We also appreciate the project funding support given over the period.

We wish to thank the Community Rail Network (CRN) for their support on funding applications, advice and training.

Swanage Railway continues to support with core funding and ITC provision. Core funding has now been approved from Dorset Council towards projects who are an active partner and have a place on the steering group.

Funding Bids (since SB has been in post from October 2022)

- CRDF application for £10K to acquire two totems has been submitted to CRN.
- RSPB Arne Bus Trial SWR funding application for up to 5K has been submitted.
- Dorset Council Community and Culture Project Fund Round 4 funding application.
- CRN Small Grant for Wareham Planters has been submitted and awarded for £1K.
- Dorset Council to make an annual contribution to the partnership of £2K.

Meeting Dates during 2021/2022 since last Accreditation July 2021 Steering Group

- Wednesday 28th July 2021
- Thursday 4th November 2021
- Thursday 2nd December 2021
- Thursday 10th February 2022
- Thursday 3rd March 2022
- Thursday 12th May 2022
- Thursday 9th June 2022
- Tuesday 26th July 2022
- Monday 12th September: Special Meeting (Voting members only) 2022
- Tuesday 8th November 2022

Stakeholder Group

- Thursday 2nd September 2021 AGM
- Thursday 7th April 2022
- Thursday 1st September 2022 AGM

Proposed Meeting Dates for 2023

Steering Group (Quarterly: 4 per year) Keep with Tuesdays all at 11am

- 7th February 2023 (online only)
- 9th May 2023 (in-person Venue to be determined)
- 8th August 2023 (online only)
- 7th November 2023 (in-person Venue to be determined)

Stakeholder Group (Every 4 Months: 3 per year) Wednesdays all at 11am

- 11th January 2023 (online only)
- 7th June 2023 (online only)
- 11th October 2023 (possibly in person) AGM

Summary of Projects July 2021/March 2023

175th Anniversary Southampton to Dorchester line: June 2022

June 2022 marked the 175th Anniversary of the Southampton to Dorchester Railway. A series of events along the line embracing the 'Past, Present and Future' were organised by the PCRP.



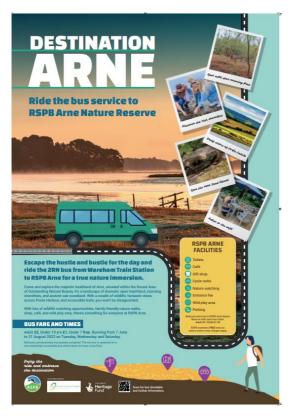
Line Guides: July 2022:

Line guide leaflets were produced to promote places to visit from all our stations across the region using all elements of sustainable transport. These have been largely distributed across Dorset.



RSPB Arne Bus Trial Service Summer 2022 (to be continued May to September 2023)

A trial shuttle bus service has been set up by the RSPB to connect Wareham train station and RSPB Arne. The service has also been extended to include additional runs between RSPB Arne and Purbeck Park (Norden Park and Ride) and Norden Farm Campsite. It will run through the summer until 31 August.



There are four return journeys daily from Wareham Station, and two return journeys from Purbeck Park.

The little green bus has improved access to the nature reserve. It has also reduced the number of cars used to get to the reserve at a peak time of the year.

The service 2RN (to Arne) shuttle bus is supported by funding from The National Lottery Heritage Fund and is operated by Dorset Community Transport.

It is proposed that this trial will run again with the support of our partners from May to September 2023. This we hope will establish a regular service and viable operation moving forward.

It is proposed to produce a fourth Jurassic Video of the Arne Nature Reserve and surrounding Purbeck Heath and Studland areas travelling sustainably featuring the natural environment. This work will be schedule for the spring of 2023.

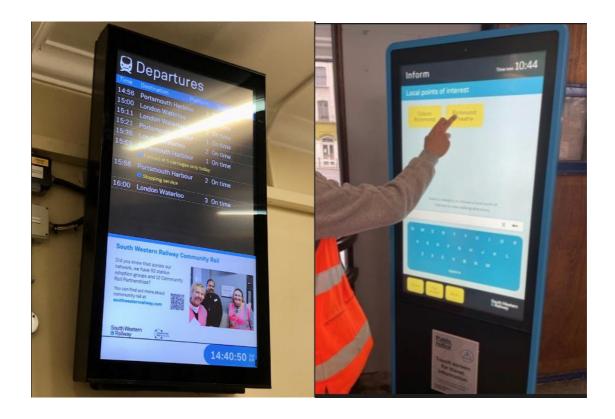
Jurassic Coast Videos October 2022





The Purbeck CRP has now published three promotional Jurassic Coast videos to promote sustainable travel to the area by train. The series encourages onward journeys to Lulworth Cove and Durdle Door by bus, as well as to Swanage and Corfe Castle via the Swanage Railway - the region's most popular heritage railway. The videos were produced by the Devon & Cornwall Rail Partnership for Purbeck CRP as part of a wider campaign in West Dorset and East Devon to promote journeys by train and connecting bus services. While these are more aimed at tourists in the main season, they also help to raise awareness of what the region has to offer with its many attractions, both natural and man-made, when planning a holiday, short break, or day trip. They are particularly aimed at young people, creating a sense of a sense of wonder at beautiful surroundings as well as showcasing sustainability and environmental responsibility by using public transport.

Totem Information Signs (ongoing)



We are looking at installing the totems at Wareham and Dorchester South. They bring a whole new level of access to real time information. This requires partnership funding.

One of the main advantages of totems over printed matter is that the screens are interactive and the text size can be varied to meet the individual's needs. It is also far easier to ensure that the information is kept up to date and it is relatively simple to link through to other live sources of information.

The totems have particular value at stations which are not staffed all day, providing up to date information for customers at all times the station is open.

Stations:

Dorchester South

Big Bulb Plant Out: November 2022

We recently planted bulbs at Dorchester South station as part of a wider SWR led initiative. The newly formed station adoption group was on hand with SWR staff and Community Rail Officers to plant along the grassy embankment on platform two. This compliments the recent work completed by the Bee Friendly Trust to assist the wildlife as well as making the station more welcoming place when these come into flower next spring and beyond. This also compliments the recent green wall installed on platform one by SWR.

The daffodils, tulips, crocuses, and other flowers will breathe new and colourful life into stations when they begin to bloom in the springtime next year, helping to make the SWR network more welcoming and enjoyable for customers. They will also enhance the biodiversity of the network in line with SWR's commitment to improve sustainability, providing new havens for bees, butterflies, and other insects and species to thrive and support the local natural environment.

Bee Friendly Trust: May 2022

This Bee Friendly Trust project will promote and support wildlife at the station, and help to create a pollinator corridor for bees, butterflies and other pollinators.

Working with the Dorchester South Station Team and Purbeck CRP, the Bee Friendly Trust created a platform long wildlife garden at the station. The wildlife garden is on Platform 2 (down platform). There is the possibility of creating additional wildlife gardens at the entrance of the station, on the opposite side of the railway tracks. This could be a second phase of the project.

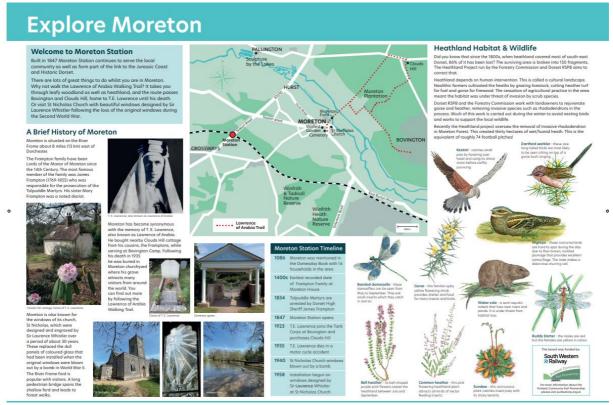




Morton

History and Habitats' Board

This has been installed in December 2022 and is situated on the up platform at Moreton Station. There is much to see and do from this location and this has been highlighted on this board. Moreton is easily accessible by train and can be packaged into a full or half day out. There is large tourism potential with the TE Lawrence connection. This has been funded by the PCRP.



Potential for New Station Adoption Group

This is still and ambition, however the resources are not yet in place to further this aim.

Wool Goods Shed Initiated August 2021 (ongoing)

The Wool Goods Shed Renovation project, overseen by the PCRP, aims to restore the shed to working order, developing it's use as a community hub. Located on the platform at Wool Station the Goods Shed would be made waterproof, with heating, electricity and a single sink installed to ensure it's use as a multifunctional space.



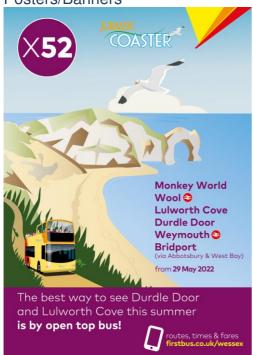






The Railway Heritage Trust has advised that it would, in principle, support an application for funding towards the cost of restoring the building's heritage features. The building is not listed, or in Conservation Area, however it is of particular historic interest and has potential for restoration. The key question is what are the community usage options? We need to be able to consult with the community to gain feedback to provide a business case for development. Due to access requirements and no specific agreed end usage at this time, this project is currently on hold.

Posters/Banners



This is a proposed project for the summer of 2023. The style would be vintage railway poster design and we are exploring options with our partners. We are also looking at joining up with First Wessex to utilise their promotional poster (from May 2022 as opposite) to publicise the joinedup transport links to Durdle Door and Lulworth Cove both easily accessible from Wool railway station. Posters can be site a different stations on the SWR

network to attract people to the region.

Other options are the production of banners which can be easily removed to be attached onto the station picket fence. The purpose of this publicity instigated by the local station adoption group is to help visitors make these connections to the manmade and natural attractions located around Wool Station.

Beryl Bikes: June 2022

A new bikeshare scheme, delivered by Beryl in partnership with Dorset Council and South Western Railway, has the potential to boost access to employment and visitor attractions while further encouraging sustainable commuting.

The UK's leading micromobility provider has provided ten bikes and six parking bays at the Dorset Innovation Park and Wool station with further bays available nearby in Wool and Bovington.

Funded by £57,500 from the South Western Railway's Customer and Communities Fund (CCIF) and £15,000 from Dorset & Wool Parish Council, the scheme aims to encourage more people to leave their car at home when commuting to and from the park.

The bikes will give workers the option of a 10 minute cycle ride either to or from Wool railway station, normally a 40 minute walk.



Initial feedback suggest that despite there only being 10 bikes stationed at Wool Station they are being regularly used and with the right promotion could support an increase in the number of bikes. There is also a tourism element to this during the main season where demand is higher. The success of this initiative will support the extension of the bikes at other locations in the region.

Station in Bloom Awards October 2022:

South Western Railway hosted the 'Stations In Bloom' awards at Castle Gardens in Sherborne during October 2022, kindly sponsored by The Gardens Group.



The awards, based on the competition run by the Royal Horticultural Society, recognise staff and volunteers for their work nurturing stations across the railway network into neighbourhood hubs.

They also celebrated all the good that a train station does to add value to local communities and environments. In the Purbeck area the Friends of Wool Station won a prestigious gold award for great traveller information and good dedicated team throughout.

Dorset Innovation Park (DIP) January 2023

We have being having discussions with Alex Clothier (Innovation Park Business Manager) along with Steve Smith (Clerk to Wool Parish Council) and the Friends of Wool Station to discuss Dorset Council's sustainable travel plans. We are keen to support initiatives to encourage cycle usage, bus usage and car share possibilities to and from Wool Station to the Dorset Innovation Business Park at Winfrith. Secure cycle storage and the possibility of using Dorset Community Transport for bringing in personnel from the station at suitable times if economically viable. Approximately 800 people work on this park presenting a big opportunity to promote sustainable transport links with

Wool Station. There are efforts to encourage the usage of Beryl Bikes for these journeys. Discussions are ongoing.





Wareham

Wareham Information Board: March 2022

Friends of Wareham Railway Station work hard to ensure the station is kept tidy, beautiful and works for the benefit of the local community. From flower troughs to litter picks their activities are tireless. Most recently they oversaw the commission and installation of an illustrative 'Welcome to Wareham' sign at the entrance to Wareham Station. Showcasing all that is great about the station and local area the sign is a great addition to the station. The installation of the sign was celebrated with an official unveiling by the mayor of Wareham, Cllr Keith Green, with artist Cliff Towler in attendance.



Wareham Station Bus Shelter: March 2022



A new bus shelter has been installed near the roundabout on Bere Road near Wareham Station. Completed with funds from Community Rail Network, Dorset Council and the Purbeck Community Rail Partnership the new shelter is easily accessible from Wareham Station. Larger and better fit for purpose, it's hoped that the bus shelter encourages increased use of the rail and bus service.

Sustainable travel is a key aim of Purbeck Community Rail Partnership and the bus shelter facilitates increased links between Wareham transport services and the local and tourist community of Dorset.

Wareham Mural Aril 2022 installed by Network Rail and Jurassic Coast Signs supplied by the PCRP May 2022



Strategic Plan December 2022

'Strategic Station Plan' is a new term used to develop high level strategy and action plans for stations that have been identified through a strategic study for a service change and being led by Network Rail (NR). This follows the existing SWR Wareham Station Travel plan undertaken March 2022. The Dorset Connectivity Study recommends the provision of the Dorset Metro service changes and so Wareham has been identified as a priority station to undergo analysis. The plan will be built around the proposed service changes and will focus on strategy rather than tactical station changes. The plan will involve looking at layout, facilities, accessibility and more to determine future strategy and explore opportunities for the station. The results of this analysis and

action plan will make up the 'Strategic Station Plan' The partnership is directly involved as a key stakeholder and will feed into the plan to help shape this important hub into Purbeck.

Raised Planters December 2022



These planters are produced from reformed plastics and all material has been recycled. They are durable, long lasting and tick all the environmental and sustainable boxes. We ordered three for Wareham Station to be installed by the Friends of Wareham Station during the spring 2023. These were funded by the CRN small grants fund.

Holton Heath

Potential for New Station Adoption Group

This is still and ambition, however the resources are not yet in place to further this aim.

Swanage Railway

Two great events to be involved with were the infamous visit of the Flying Scotsman in October 2022 and the return of the Steam and Lights event December 2022







Wareham service 90 Day Trial is the main event we are concentrating on for the SR. We understand that negotiations are at an advanced stage and we look forward to this service commencing which is scheduled to run four days per week during the trial. This represents a link with the main line and hopefully have an impact on reducing traffic congestion from Wareham to Swanage especially during the summer months. Liaising with Martin Trott (Passenger Services Manager) on SR marketing and promotion for events happening in 2023.

The PCRP had a presence at the Community Engagement Event scheduled for the weekend of the 11th 12th February 2023 school half term. This was a good opportunity to work with SR and engage with volunteers and potential new volunteers.

Monitoring and Evaluation

This is done mainly through the Activity Plan, however we are looking at introducing the CRN Impact Tool to enable tracking and recording of activities and associated indicators of change to support and demonstrate their outcomes and impact. The platform is user-friendly and suitable to build a picture of the work we do, resources used, and timescales involved. The platform can also act as a survey tool to gather information and views from the wider community.

Volunteering

Although we now have station adoption groups on three of our SWR mainline stations, we still lack resources to recruit more at this time. The previous post of Volunteer Recruitment and Retention officer hosted by Swanage Railway, which was responsible for setting up the Friends of Dorchester South, has been vacant for sometime and this creates a challenge building our volunteer base. However, plans are underway to address this and we look forward to an extension of this post and working in close partnership to recruit new volunteers.

We would like to thank all the Friends Groups who undertake many hours of volunteering looking after their respective stations with hard work and dedication. We will endeavour to support them with ongoing projects and ideas for improvement as we move forward.

Stakeholder Engagement

There has been much activity in this area in addition to the partnership stakeholders. We have been reaching out to new stakeholders to work together where we have common aims, relevant skills and the desire to move things forward.

January 2023

Discussions have taken place with Dorchester Town Council with Emma Scott Community Development Officer and their Tourism Officer at looking at ways of working together and establishing a more joined up approach for Dorchester South and Dorchester West, stations especially on promotion and project development.

Made contact with Visit Dorset (DMO) Tourism Development Manager with a view to establishing a pro-active working relationship for mutual benefit. This followed the recent CRN Destination and Community Rail Toolkit webinar which demonstrated good examples of collaboration between CRP's and DMO's on successful projects.

I have registered interests with Dorchester Community Action with a view to participating in networking events which they host and accessing training and development through their training academy.

As well as supporting RSPB Arne and the Purbeck Heath nature reserve we have made contact with the National Trust Engagement Officer for Active Outdoors & Purbeck projects who has set up a new Purbeck Heaths Active Travel working Group looking at amongst other things Sustainable Tourism. We will be part of this to pursue sustainable travel options for this region.

The Purbeck Heaths national nature reserve spans 3,331 hectares across Studland, Corfe Castle, Arne, Church Knowle, and Steeple with Tyneham in the County of Dorset.

Relationship Building

This is key for the long term and the partnership recognises this thus the drive on networking and partnership working. We are building our stakeholder group to be more diverse and representative of the region. This will build trust and recognition by bringing people together to utilise limited resources to get things done. This also creates a sense of local ownership and responsibility where your contribution matters. This work will be ongoing and be part of all that we do.

Partnership Development

We are a relatively small partnership with one part time officer, therefore to secure resources for project development and delivery we must work in partnership with other stakeholders and the wider community. This work is being expanded and ongoing.

Training Undertaken by SB

Date	Provider	Name of Course
15 th November 2022	CRN (online)	Station Buildings Webinar
6 th December 2022	CRN (online)	Connecting & Empowering our Diverse Communities
24 th January 2023	CRN (in-person)	New Community Rail Officers Event
22 nd February 2023	CRN (online)	Impact Platform Demonstration

Networking Events Attended

Date	Provider	Name of Event Attended
9 th November 2022	SWR	Big Bulb Plant Out
		Dorchester South
22 nd November 2022	SWR (online)	Stakeholder Conference
30 th November 2022	CRN (online)	Community Rail Officers
		Online Networking Event
15 th December 2022	CRN (online)	Educational Network
		Meeting
12 th January 2023	Western Gateway (STB)	Sub Regional Transport
		Body
25 th January 2023	The Travel Foundation	Connecting Climate,
	Online	Community and the Visitor
		Economy
26 th January 2023	CRN (online)	Community Rail to Leisure -
		Destination and Community
		Rail Toolkit
14 th February 2023	Dorchester Town	Network Meeting on
	Council	Partnership Working
16 th February 2023	CRN (online)	Educational Network
		Meeting
1 st March 2023	Purbeck Heaths Online	Active Travel Working Group

Marketing

The PCRP promotes tourism to the region in the form of line guides, Jurassic Videos posters, flyers, website, social media and through our partners. The is scope to work more with DMO and local tourism officers to maximise impact.

Social Media

We have added our own YouTube channel to sit alongside Twitter, Facebook and Instagram accounts. Stories are shared and posts are created on a regular basis. We are constantly looking at our stakeholder social media accounts to share good news stories.

Website Development

This work has been ongoing and news stories, contact information minutes from the meetings, links with local attractions and places of interest are all there from the relevant stations. We will continue to update as appropriate.

Community Events 2023

- Celebrating Dinosaur Week Easter 2023 (Appropriate for DS)
- Coronation 6th May & Big Help Out Monday 8th May 2023
- Community Rail Week Monday 22 to Sunday 28 May 2023
- Thomas Hardy Victorian Fair 2023 Dorchester Sunday 4th June from 11am to 4pm
- Swanage Roads to Rail Steam Rally 23rd to 25th June 2023
- 175 Waterloo 11th July 2023
- Swanage Railway Classic Steam Vehicle Show 8th to 10th September 2023
- International Car Free Day 22nd September 2023

Ideas for projects Under Consideration

- Window Seater
- Beryl bikes/scooters Dorchester south
- Living Wall Wareham Station
- Evacuee Programme using Harmans Cross Community Centre
- Posters at Wool Station and other stations promoting joined up public transport to local attractions
- Working with Dorset Innovation Park to look at more sustainable transport to and from Wool Station.
- Art displays Dorchester South using local schools working with the Arts Society Dorset County who have some funding.
- Raised Planters at DS (requested by the Friends)
- Wareham Strategic Plan (interim work) like the tidying of the areas of NR land surrounding the station

- Videos for RSPB Arne and Studland: Dorchester South
- Develop Community Engagement Online Surveys for PCRP Website
- Impact Platform CRN Online

Aspirations for the Future

To promote sustainable transport usage across the region, reaching out to all the community to get their input to help shape what we do. To develop our stakeholder and community engagement techniques to encourage grass roots involvement in projects we undertake with a view to establishing responsibility and local ownership. The aim is to build firm foundations working through our partnerships by creating awareness, utilising resources and maximising our collaboration opportunities to achieve shared aims and desired outputs.