

**GWR**

Great  
Western  
Railway

# GWR Social Value Impact Report 2021/2022



# Foreword

Great Western Railway operates across the South West, South Wales, the West of England and the Cotswolds, providing high speed, commuter, regional and branch line train services connecting people and communities.



Our services are a vital part of society – transporting customers for business, education, health, social or leisure. We are committed to playing our part in delivering a more sustainable future for the communities we serve, accelerating the transition to a net zero carbon world.

We are working to embed sustainability and social value at the heart of our business. We know that rail is critical to delivering social change, local and regional economic growth, and environmental goals. We have a responsibility to connect people and communities and to make that as easy as possible for all our customers. We are also a major employer with a responsibility to support and develop an inclusive, diverse workforce.

To make sure we are heading in the right direction we commissioned Akerlof to help us assess both our quantitative and qualitative impact using the new Rail Safety Standards Board Rail Social Value Tool (RSVT) giving us a benchmark for continuous improvement.

This comprehensive report sets out where we are now and we will use it to help us improve, maximising our opportunity for positive impact.

GWR is rooted in the communities it serves. We take that responsibility seriously and we will continue to report on progress and to work with our communities to help support the changes they want to see.

Mark Hopwood CBE (MD)

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# Executive summary

Great Western Railway (GWR) is the UK's largest train operating company, with the capability to have a positive and lasting impact on the wellbeing and prosperity of many thousands of people. Our ability to fully comprehend our social value impact is therefore fundamental to delivering a railway that will meet the needs of society, without compromising future quality of life.

GWR has commissioned consultants, Akerlof, to assess our social impact using the new Rail Safety and Standards Board (RSSB) Rail Social Value Tool. As an early adopter, we have used RSSB's online tool to measure the social value generated by our projects, day-to-day operations and investments. This has enabled us, for the first time, to analyse and report on the social value of our activities.

Using the tool on an annual basis will improve the way in which we understand and manage our impacts on society, the environment and the economy. It will also support the wider rail industry by driving standardisation into how we recognise and measure social impact.

Insights delivered through the tool will allow us to make better, more informed decisions and give us the baseline we need to set targeted strategies for improvement, including expanding and enhancing the quality of our data reporting, as well as embedding new processes and initiatives to maximise our social value impact.

This Social Value Impact Report is structured to provide a holistic overview of our activities across all 12 of RSSB's social value indicators. It is also fully aligned with our previously published Sustainability and Social Value Commitment.

As demonstrated throughout this report, the activities undertaken by our business can have a hugely positive impact on individual people's lives. Between 1 April 2021 - 31 January 2022, GWR is proud to have delivered a total operational, environmental and economic impact of £639 million.



# Our approach

## Purpose and context

This report is designed to demonstrate the scale of positive impact of GWR operations on our community, colleagues and wider stakeholders, whilst ensuring transparency in the areas of focus for future data collection and reporting. We will use this benchmark to drive improvement.

## RSSB Rail Social Value Tool (RSVT)

RSSB research has identified 12 key areas of social impact for rail, which were adopted as part of our review:

1. Employment, training and skills
2. Educational attainment
3. Supply chain resilience
4. Supply chain capacity
5. Rail accessibility
6. Workforce equality, diversity and customers
7. Community and charity
8. Stakeholder engagement and customers
9. Safety, health and wellbeing
10. Economic development
11. Climate and environment
12. Covid-19 recovery

## Time

GWR has completed this exercise to include data from 1 April 2021 until 5 February 2022 inclusive, encompassing 11 railway reporting periods, just shy of a year. Periods 1 to 11 will be referred to throughout this report as the 'reporting period'.

## Attribution

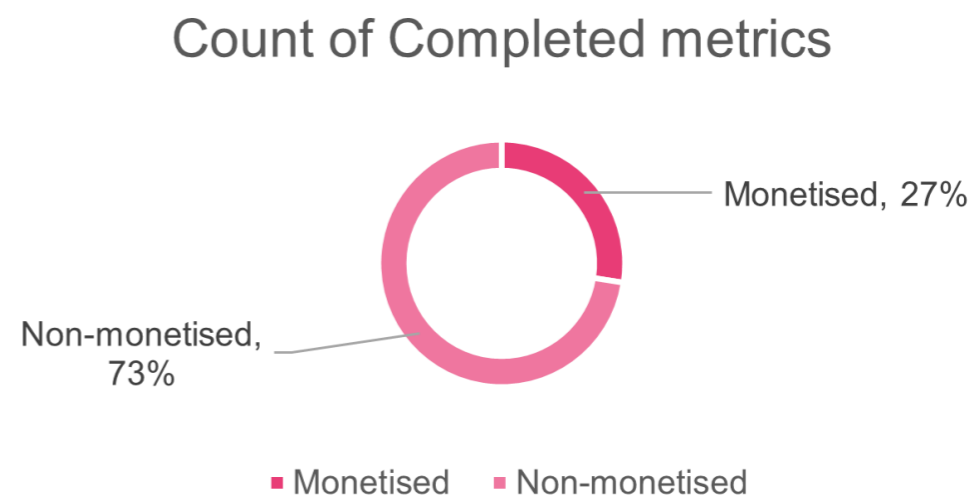
As for the attribution rate – the level for which GWR is wholly or partly responsible for the intervention – was kept at the RSSB Rail Social Value Tool (RSVT) pre-set recommended standard of 0.15. This ensures overclaiming is avoided, as only 15% of the associated social-economic value is claimed.

## Geography

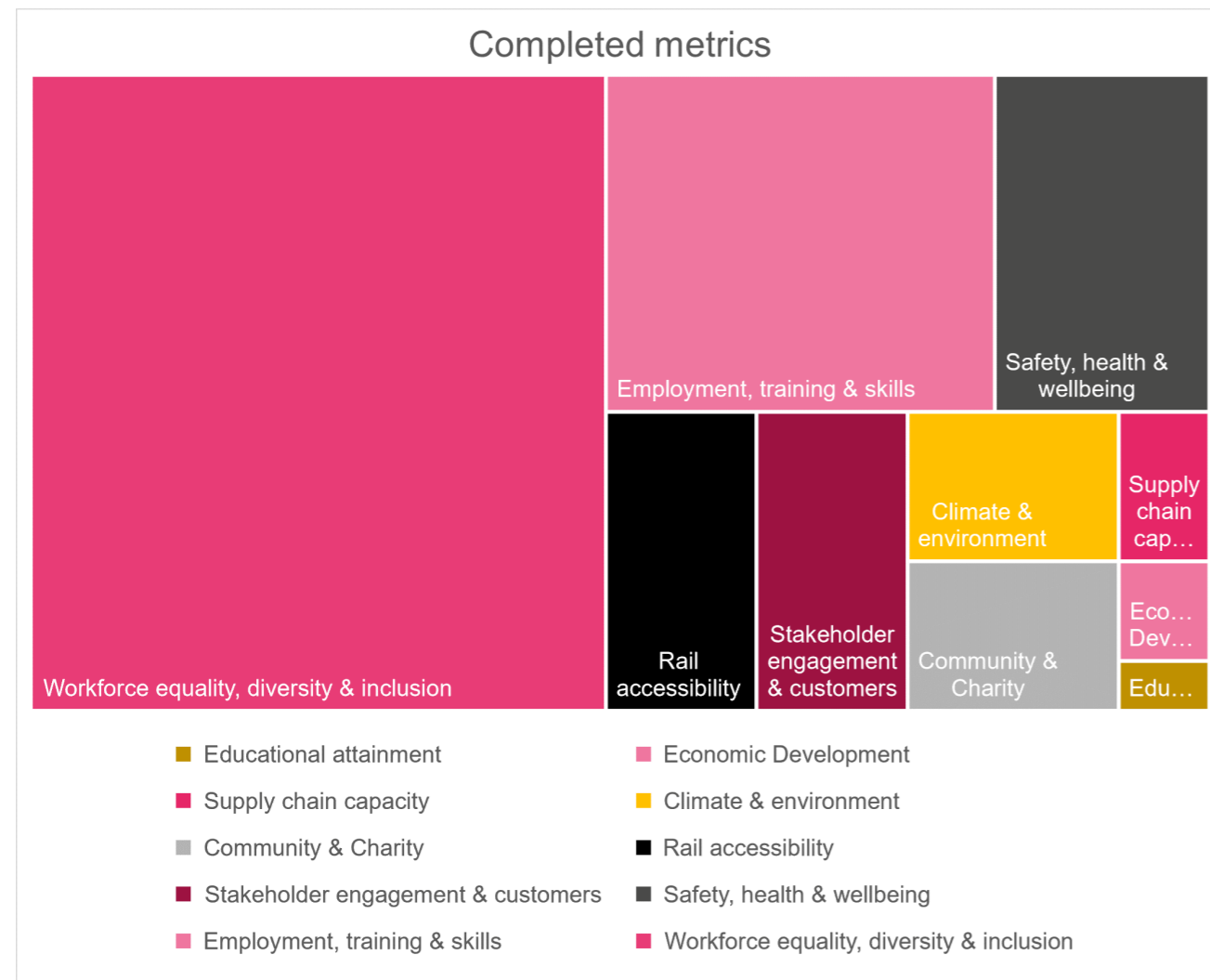
The geographic definition of 'local' has been set as the South West.

## Monetised and non-monetised metrics

The RSSB Rail Social Value Tool has allowed us to capture our activities through monetised and non-monetised indicators across a range of impacts. Our current maturity in measuring and collecting data within the organisation has meant we have evidence to support a total of 161 metrics, 46 of which have been assigned a proxy financial value.



The chart below demonstrates the proportion of metrics that were assigned to each area of social impact within the RSSB Social Value Tool:



### Exclusions

Due to sensitivity and commercial reasons, we have chosen to exclude the monetised value of certain areas of impact. This information is collected by Great Western Railway and wherever possible reported on a non-monetised basis. The metrics that have not been included in the overall valuation are:

**Workplace safety:** In relation to workplace safety performance, GWR reported 0 fatalities, 5 major injuries, 17 reportable minor injuries and 38 shock/trauma injuries. These metrics were not included within our social value analysis as GWR does not feel comfortable placing a valuation of these impacts on our colleague's lives.

**Environmental:** In relation to environmental performance, the valuation of emitted nitrogen oxides was not considered as a positive impact, which has therefore been omitted from the calculation.

**Operational impacts:** In order to avoid double counting impact, we have excluded the valuation of job creation and job loss by gender and age. Furthermore, local employment metrics on local FTE's, non-local FTE's and non-local apprentices were also not included in the online tool and valued due as it would be double counted in the calculation elsewhere.

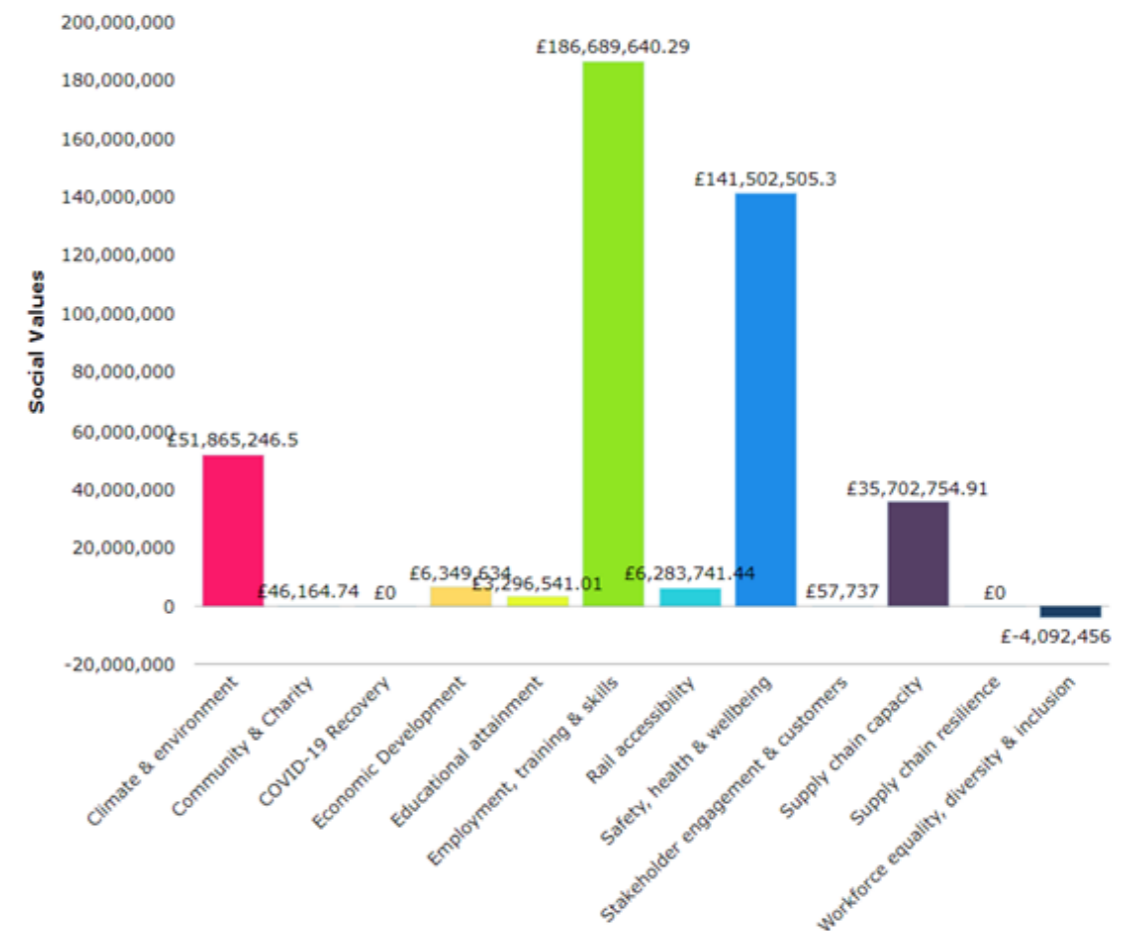
## GWR social value impact

As demonstrated throughout this report, our actions can shape people's lives. Between 1 April 2021 - 31 January 2022, GWR has delivered a total operational, environmental and economic impact of £540 million. The breakdown is illustrated below:

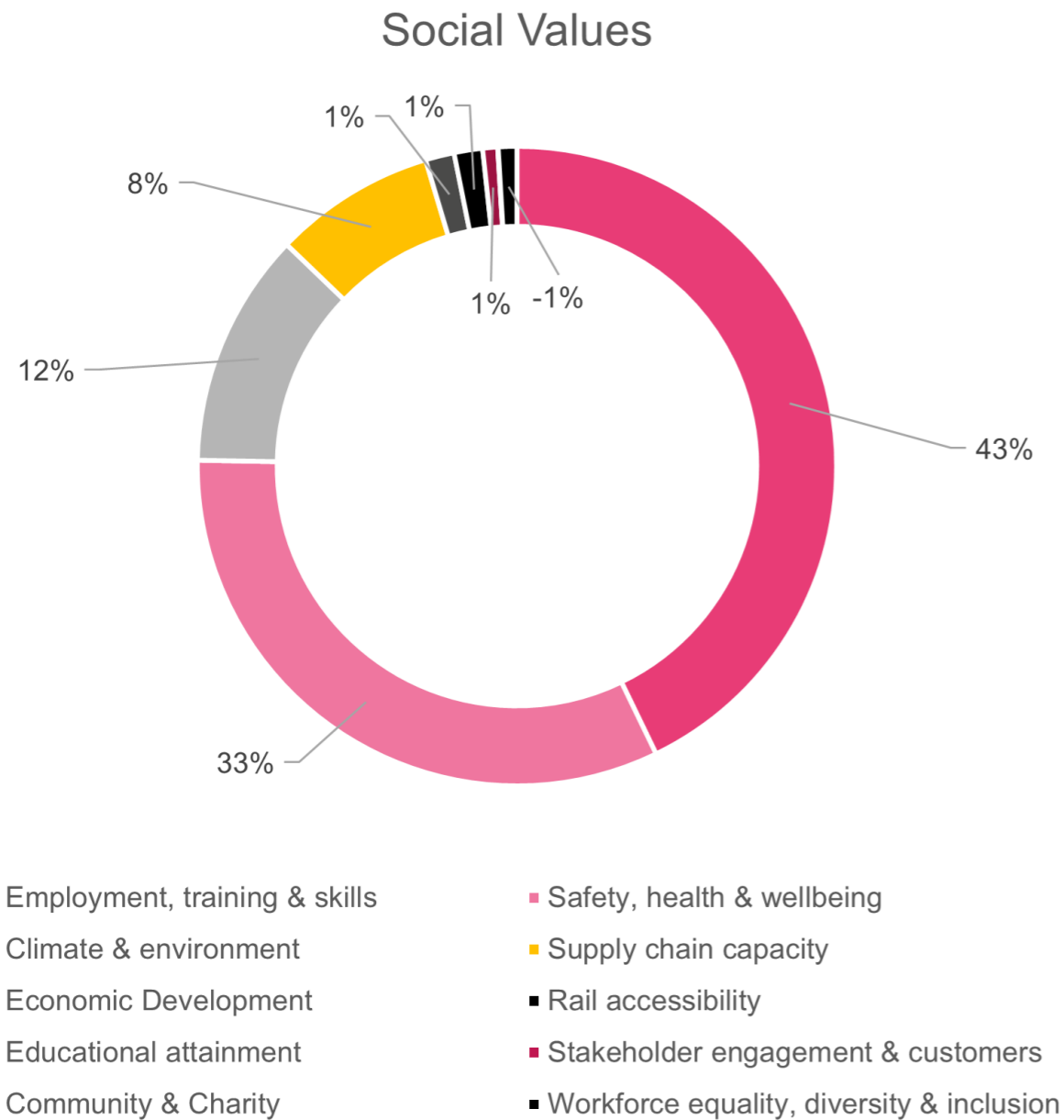
Social Value from Operational Impacts		Social Value from Environmental Impacts		Social Value from Economic Impacts	
Fiscal	£4,990,212.96	Fiscal	£259.50	GVA Total	£211,587,419.00
Economic	£4,631,130.12	Economic	£51,864,736.00	LM3 Total	N/A
Social	£323,956,388.23	Social	N/A		
<b>£375,836,261.97</b>		<b>£51,865,246.50</b>		<b>£211,587,419.00</b>	

Social value has its roots within socio economic studies, therefore the majority of metrics for the tool can be found within employment, training and skills. The areas for which GWR possesses the most complete data are rail accessibility, safety, health and wellbeing, climate and environment and employment, training and skills.

When broken down into the 12 impact areas, employment, training and skills has the highest social impact value, whilst educational attainment has the lowest. In the other areas, monetised metrics were not available, however, there were many non-monetised measures available, which we have referenced in 'Our Approach' and throughout this report.



When looking at a further breakdown of the 12 social value indicators, GWR's top scoring sub-impact areas were:



Impact area	Sub-impact	Stakeholder group / unit of measurement	Total value
Economic Impact	GVA	Local labour force	£211,587,419.00
Employment, training & skills	Learning interventions	General (workforce training hours)	£176,215,770.11
Safety, health & wellbeing	Staff interventions to prevent harm	Life saving interventions	£116,698,125.09
Climate & Environment	Carbon	Operational greenhouse gas emissions	£51,864,736.00
Supply chain capacity	SMEs	SME supply chain spend (£)	£35,702,027.00

## 1.0 Employment, training and skills

### Employees

We are committed to making GWR a great place to work and one where our colleagues reach their full potential. We've maintained our Investors in People Gold certification, who continue to assess our performance in leading, supporting and improving our people.



In 2021, GWR won the Special Merit Award for 'Great Place to Work' at the National Rail Awards.

Colleague engagement and satisfaction is regularly reviewed, and we are constantly looking for ways to improve our reward and recognition programme, ensuring we retain the best talent and attract a diverse workforce. In the reporting period, the turnover of staff at GWR was limited to 4.13%, significantly below the national average.

### Apprenticeships

Our award-winning apprenticeship delivery stretches across 2,000 miles of the network and we are pushing the boundaries to ensure our provision is up to date, challenging and future proof.

Within the reporting period, GWR has placed 223 people into apprenticeships. Our retention rates are also consistently over 30% higher than the national average.

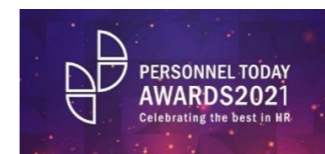
We also work with the Duke of Edinburgh Award to offer the Gold Award programmes to our apprentices, giving them an opportunity to develop resilience, experience the outdoors, and actively engage with the community and fundraising.

#### Vocational apprenticeships

Our vocational apprenticeship programme is considered industry-leading and delivers life skills alongside community engagement.

"Being able to achieve my Apprenticeship and get a job at GWR has been my biggest achievement so far. It's made a huge difference to my life... I have been able to develop massively, develop my confidence... it's also helped by family and I can now help them economically."

**Joseph, age 17, Passenger Transport Service, Operations Level 2 Apprentice**



GWR is consistently recognised for our leading approach, having been a finalist at the Personnel Today Awards for 'Apprentice Employer of the Year' five years running. We were also shortlisted this year for 'Education & Training Excellence' at the Rail Business Awards, for increasing our apprenticeship provision in the midst of the pandemic.

# New Apprenticeships

## Improving social mobility by expanding our apprenticeship programme

### The context

Apprenticeships in GWR have typically focused on three areas, operational, engineering and management. Coinciding with the launch of the Apprenticeship Levy and what was planned for our Direct Award 3, we planned to diversify our offering, providing apprenticeships to a wider range of people beyond school leavers and those seeking management positions, to maximise our use of the levy to upskill our workforce.

### The solution

Bespoke apprenticeships were created to give colleagues in GWR the chance to expand their career portfolio. We added 18 new apprenticeship programmes to create a diverse portfolio that now includes Human Resources, Learning and Development, Safety, Sustainability and Project Management. All were offered as opportunities for existing colleagues to learn new skills.

### The impact

Within a year we increased the number of apprentices within GWR from 85 to 223, achieving a highly successful retention rate of 97%. The new training programmes have given those who felt stuck in their role, but possessed skills such as peer training, the freedom to further develop themselves. The apprenticeships have opened areas of opportunity across GWR, greatly improving social mobility within our business.



Apprentice

“Although I had finished my apprenticeship, GWR gave me the opportunity to carry on learning, they released me from duty 1 day a week to complete my HNC in Electrical and Electronics and I went on to complete my HND. After 12 months of being on the shop floor as a technician, I was offered a ‘Maintenance Team Leader’ job, which I have been doing for the past 8 and a half years. I now lead a team of up to 20 people, offering advice on problems and pointing people in the right direction to ensure the maintenance of different rolling stock is completed efficiently and effectively.

Due to the recent influx of apprentices at Reading Depot, I now feel it is only best that I help other apprentices in the same way that I was mentored, along with supporting them to achieve any further education to progress within the company.”

**Matt Gallagher, Maintenance Team Leader at Reading Depot**

### Social impact

The social value generated through employment, training and skills for GWR was:

**£186,370,540.84**

- Apprenticeships £4,325,604.14
- Job creation £5,402,159.17
- Job loss - £150,654.05
- Learning interventions £176,215,770.00
- Mentoring £577,661.58

# 2.0 Educational attainment

Our approach to supporting schools and colleges is providing young people with exciting opportunities for development, work experience and qualifications within the rail sector, as well as helping GWR colleagues to understand how we can make our business more engaging and accessible to the next generation.

We work with the National Schools Partnership, helping us to connect with young people and their families, as well as maintaining outreach programmes with local not-for-profit organisations to actively reach out to diverse communities and those from disadvantaged backgrounds. For example, in the reporting period we have delivered school safety talks to 240 young people.

## Whizz Kidz

### Changing perceptions and attracting new talent

#### The context

There are currently around 1.2 million wheelchair users in the UK (approx. 1.7% of population)<sup>1</sup>, however, GWR currently has no wheelchair users in employment.

The rail industry has a strong focus on safety-critical roles and, whilst justified within certain areas and functions, too often wheelchair users are not considered for roles that, with the appropriate reasonable adjustments, they would be suitable for. With many wheelchair users not seeing the rail industry as a viable career option, GWR is committed to changing both our internal culture and external perceptions to attract and retain talent.

#### The solution

For the last two years, GWR has been working with the charity Whizz Kidz, donating £20,000 last year to help provide wheelchairs to young adults and support their development and career prospects after leaving school or college.

Our Learning and Development team and Disability Working Group has hosted five online sessions to date with young people from Whizz Kidz, to share information about the rail industry and what types of roles they could apply for in the future. In return, our departments gained first-hand knowledge as to the challenges faced by wheelchair users, in particular, those seeking employment for the first time.

### Rail Safety Education

GWR supports Lifeskills Learning For Living, a charity that delivers over 12,000 safety talks a year to over 6 pupils, SEN adults and disabled people, using live scenarios covering multiple safety issues, including rail safety. Our grant is facilitating the delivery of the project from November 2021 - June 2022, providing subsidised places for disadvantaged young people and free places for disadvantaged groups, such as those supporting people with learning disabilities.

“Children from disadvantaged backgrounds are five times more likely to die from unintentional injury and 16 times more likely to die in house fires compared to children from more wealthy homes. At Lifeskills we are keen to ensure that everyone can benefit from our vital safety training and we therefore only charge schools 50% of the cost of their visit. We’re so grateful for this £10,000 grant, which means more than 1,000 children can learn vital life skills.”

**Gemma Graville, Centre Manager, Lifeskills Learning for Living**

<sup>1</sup> NHS England, Improving Wheelchair Services, <https://www.england.nhs.uk/wheelchair-services/>, 28 February 2022

### The impact

The chair from our Disability Working Group has used the learning from these sessions to improve and review our reasonable adjustments process, which will help unlock career opportunities for wheelchair users across the business.

Our relationship continues with Whizz Kidz, offering work experience placements and organising reverse mentoring for senior leaders to improve their understanding, as well as inviting wheelchair users to attend induction courses alongside new members of staff. We are also working with Whizz Kidz to complete an internal audit of our workspaces, beginning with our training facilities and HQ, ensuring they are inclusive and accessible environments for all.



Louis

“I would definitely encourage anyone thinking of doing a Whizz Kidz experience to jump at the opportunity! I’ve found my virtual work experience with Whizz Kidz and GWR really useful. It’s given me plenty of ideas and tips on how to progress with my chosen passion, which is to work with the railways and be a train driver. This whole experience has definitely increased my confidence in my abilities to get a career and what is entailed in the working environment. It’s helped develop my independence, to ask questions, log onto Zoom and be responsible for time management.”

**Louis, work experience student at Whizz Kidz**

### Social impact

The social value generated through educational attainment for GWR was:

**£3,296,541.01**

## 3.0 Supply chain resilience and capacity

GWR is committed to increasing the number of small and medium businesses used within our supply chain to help drive local economic growth and support local employment. In the reporting period, we have worked with over 1,100 suppliers, 65% of which are SMEs.

As a company that supports apprenticeships and traineeships, we are delighted that our supply chain partners offer over 21,000 varying levels of apprenticeships.

Our work to implement sustainable procurement procedures continues and we have assessed our current approach against ISO 20400, the International Standard for Sustainable Procurement. Through this process we have begun to engage key suppliers to understand their approach to sustainability and how we can work together to reduce environmental impacts such as minimising packaging waste, consolidating deliveries and improving the recyclability of products.

### Social impact

The social value generated through supply chain capacity for GWR was:

**£35,702,027.00**

## Sustainable procurement

### Advancing our strategy for a sustainable supply chain



#### The context

In April 2021, we commissioned Action Sustainability to assess our current processes and policies for us to incorporate recommendations that would help raise the maturity of our sustainable procurement strategy. They assessed our current approach against ISO 20400, the International Standard for Sustainable Procurement, conducting a gap analysis to ensure we were developing a resilient supply chain.

#### The solution

Action Sustainability initially undertook a desktop review of our documentation, including policies, strategies, job descriptions and tender assessment documents. Key GWR staff at different levels and roles were then engaged in an interactive workshop. Through discussion, we were able to explore how effectively sustainability objectives were deployed through our procurement processes and identify ways in which to progress.

#### The impact

The resulting report provided confidence in our approach and highlighted areas for improvement, activities and timescales for us to reach our sustainability goals. We intend to act upon these recommendations to bring about further upskilling of staff competence in the realm of sustainability, align our procurement process with organisational goals, implement innovative solutions to deliver cost savings, as well as establish better supply chain relationships through improved supplier relationship and contract management.

“At GWR we are striving to be best in class in what we do, and sustainability is a big part of our agenda. We invited Action Sustainability to undertake a Sustainable Procurement Gap Analysis to identify what we are doing well, where the gaps lie and what we need to invest in and work on to ensure a robust ‘Golden Thread’ methodology for embedding sustainability in our projects and wider organisation. The report provided very useful insights and showed us how to go about using existing processes, policies, and resources to bring our sustainable supply chain strategy to life.”

**Laura Daniel, Head of Procurement, GWR**

## 4.0 Rail accessibility

GWR has a responsibility to provide easy and convenient mobility, improving people's quality of life by connecting individuals and communities. Working with our partners, we aim to provide the smoothest door-to-door journeys possible, improving the integration of different methods of transport such as increasing car parking at key locations and investing in bike storage facilities.

### Social impact

The social value generated through rail accessibility for GWR was:

**£6,283,530.94**

- Increased access £5,751,403.85
- Staff disability awareness training £172,799.46
- Support for people to travel £359,327.63

To ensure our services are accessible to all, we are modifying our fleet to comply with 'Persons of Reduced Mobility Technical Specification for Interoperability', working with manufacturers to ensure new trains provide the best accessibility for our customers.

In the reporting period we have conducted 72 Diversity Impact Assessments to increase our understanding of the potential barriers to access so that we can make safety and performance enhancements. Currently, 31% of GWR stations are considered completely step free (Office of Rail and Road category A stations). Many of our stations do have a degree of step free access, however, and we are working to make small infrastructure enhancements at stations to improve accessibility for customers. We also contribute to the Rail Delivery Group accessibility network map to help passengers understand which journeys are best for them.

In addition, we've been working with the local community to deliver assisted travel services, as well as hosting events and initiatives to raise people's confidence in rail travel, particularly for families and vulnerable groups. In the reporting period we have supported 670 people to use the rail network.

## Accessibility Mentors

### Dedicated team delivers travel training to boost confidence for disabled and elderly people

#### The context

In 2021 GWR appointed three accessibility mentors. The main aim for their role is to work with local user groups and charities to provide travel training and 'Try the Train' events. These events focus on travelling safely, how to purchase tickets and to help people experience what travelling by train is like.

#### The solution

Our mentors have worked with charities, including Age UK and Whizz Kidz; a charity for young wheelchair users, whose vision is to ensure every young wheelchair user is mobile, enabled and included. They have also been proactive in engaging with special educational needs schools, including Hartmore School in Gloucester and Fosse Way School in Radstock, as well as providing sessions for local groups, such as Beavers.

#### The impact

Our accessibility mentors have provided vital train travel experience that has boosted confidence in and understanding of the railway. Over 350 people from 18 different organisations have attended travel training or 'Try the Train' events to date. As a result, some individuals are closer to living and travelling independently and other groups are now looking to use the railway as a means to travel for recreational activities.

"Thank you for all your help over the last few months, from tickets to carriages that don't move, to helping us on the journeys. You've all been a great help and, as you witnessed today, all the girls took it in their stride and have made massive steps in confidently accessing trains and train stations. Thank you so much."

**Richard, Teacher**

## Confidence to travel

### Empowering community groups to feel positive about using the railway

#### The context

Under the Government's 'Restoring your Railway' initiative, train services were reinstated at the Dartmoor Line, almost 50 years since the last daily service left Okehampton in June 1972. In preparation for the opening, and to help people familiarise themselves with the trains, station and procedures, GWR ran a Confidence to Travel session, inviting members of the local community who were either disabled, elderly or not confident in using the railway.

#### The solution

The event featured guided tours of the station, train and facilities, demonstrations in how to board a train (using the ramp) and to explain how assistance could be arranged in advance if needed. In total, five different community groups attended the event, many of whom had not travelled on a train before or had additional needs or worries about the process of boarding and travelling.

#### The impact

Allowing people to access the station when it was quiet and ensuring staggered arrival times to show them round individually, provided a safe environment in which to ask questions. People felt at ease with the process of using the railway after our session, with our before and after questionnaire showing average confidence boosted from 5.8 to 9 out of 10.

"It's settled the student's nerves fantastically well and I think they feel more comfortable in travelling now... it's been such a good thing to do when there's not a lot of people around so they can get familiar with the station before it all goes live."

**Sue Hanson, Tutor, Okehampton College**



Confidence to travel event



## 5.0 Workforce equality, diversity and customers

GWR celebrates diversity and is committed to creating an inclusive working environment that is representative of the communities we serve.

Our strategy to create a more inclusive culture across GWR includes adjusting our recruitment activities to attract a more diverse workforce, challenging misconceptions, and providing formal training for our colleagues. In the reporting period, 270 colleagues have completed CPD-accredited disability equality training.

“I have family that a lot of this [Disability and Equality Awareness Course] related to. Chris did a brilliant job delivering this course, you could tell he was passionate about this subject and it made the course so much more enjoyable and much easier to understand and relate to.”

### Gary Webster, GWR Driver Standards Manager

It also includes a plan to increase the availability of diversity data to enable us to better understand and support our employees.

Our outreach programmes help us to connect with a myriad of community groups, working with long-term unemployed adults through the Prince's Trust and with young people with mobility impairments or learning difficulties through Whizz Kids and Mencap.

Just under 1% of GWR colleagues have stated that they have a disability. Our forward plan is to identify roles where people can grow and flourish as part of our business, making reasonable adjustments and putting support in place to maximise opportunities across a broader range of functions. In partnership with Whizz Kidz, a charity that provides wheelchairs and support to young adults, we will be auditing as many workspaces as possible across our network to ensure they are wheelchair-friendly and accessible.

### LGBTQ+

At the National Rail awards 2021, GWR won the Special Merit Award for 'Great Place to Work' for our ongoing support of the LGBTQ+ community, with 82% of our LGBTQ+ colleagues saying that they feel valued.



Trainbow - the Intercity Express Train specially designed to celebrate the LGBTQ+ community

## Mencap Intern Programme

### Encouraging neurodiversity in the rail industry

#### The context

Between 30% and 40% of the UK population are thought to be neurodiverse.<sup>2</sup> Neurodiversity refers to the way in which people experience and interact with the world, and includes cognitive processing differences such as autism, dyslexia and dyscalculia.

Feedback from Mencap suggests that some neurodiverse individuals, particularly autistic people, can have highly-focused interests in specialist areas such as trains and the railway. Despite this, the number of those who identify as neurodiverse within the rail industry is exceptionally low, either due to being undiagnosed or not feeling comfortable enough to share this information with employers.

Current recruitment processes are predominantly designed for those classed as neurotypical, creating a challenge when attempting to recruit diverse talent. There is also a lack of understanding of the positive impacts a neurodiverse individual can bring; a context that GWR is highly motivated to change.

#### The solution

GWR has partnered with Mencap who are providing candidates for our internship programme. The scheme gives neurodiverse young adults the opportunity to work alongside frontline colleagues as part of their team for six months. Practical evidence and experience is collected and shared with our HR colleagues to remove any barriers that may exist within our recruitment process.

Mencap is also providing autism awareness training for colleagues, including staff in learning and development, recruitment, operations and members of our HR department. Our activities are promoted through internal engagement platforms to increase awareness and encourage open dialogue.

#### The impact

GWR has had three interns to date, including Joshua Dean, who recently completed his six-month internship at Oxford Station. Joshua officially joined GWR in January 2022 after applying for a permanent position at Reading Station. Due to his positive experience, Oxfordshire County Council have placed another intern with GWR and we are discussions with Mencap to expand the programme to other stations across our network.

We've supported Mencap further by donating £8,000 to help people with learning disabilities take part in sporting activities during the pandemic, delivering a total of 735 sports sessions for 46 people aged 19-67.



Joshua Dean (centre) intern at Oxford Station

<sup>2</sup> ADHD Aware, Neurodiversity and other conditions, <https://adhdaware.org.uk/what-is-adhd/neurodiversity-and-other-conditions/>, 28 February 2022

“I found my experience with GWR's training team to be fun and good as I have had plenty of experience with customers and other staff members. Working with the gateline team has been amazing as there are plenty of different customers to deal with.”

Robert Morrison, Heathrow Express, Mencap intern

## 6.0 Community and charity

From the incredible work our Community Rail Partnerships have been doing to tackle food poverty to our partnership with Bath City Community Foundation to reduce digital isolation amongst the elderly, we are making a positive difference in the areas in which we operate.



We continue to increase our colleague engagement in Payroll Giving, which allows our staff to give monthly to charity, tax-free. In the reporting period 517 of our colleagues have donated over £40k to 189 charities and we've achieved the Silver Quality Mark, awarded to companies with over 5% of their colleague base donating through Payroll Giving.

We continue to work with the Job Centre to issue discounted rail tickets to job seekers and offer affordable fares to ensure cost is not a barrier to people choosing to travel by rail.

### Bike Back Better

Tackling transport poverty by providing purpose and new skills to prisoners

#### The context

Currently, 80% of households live in transport poverty, meaning that they spend over 10% of their disposable income on travel.<sup>3</sup>

At the same time, the Prison Reform Trust reports that people who attend vocational training in prison are more likely to secure employment shortly after release and that engagement with education can significantly reduce reoffending.<sup>4</sup>

#### The solution

To tackle these two significant societal challenges, GWR has been working in partnership with Life Cycle UK, who take donations of unwanted bikes and teach prisoners the skills to repair them. Once fixed, the bikes are sold-on at affordable prices to help people on low-incomes reduce their transport costs.

All bikes abandoned at Bristol Temple Meads, or on GWR trains, are collected and taken to the Bike Back workshop at HMP Bristol. The scheme also offers prisoners the chance to gain a City and Guilds qualification in cycle mechanics. For many of the men, this will be the first qualification they have earned and a taste of rewarding, enjoyable work in a supportive, constructive environment.

#### Making it easy to give

GWR has provided £15,000 grant funding for a pilot an alternative charity donation scheme at Oxford Station and within the city centre, to help reduce street begging and make it easy for commuters to give via contactless tap points.

"We're incredibly grateful for this funding support from GWR. We plan to place contactless devices in the city centre and within Oxford Station to divert funds away from individuals, into the charities actively working to end homelessness. The money raised from these donation points will be divided between Greater Change and Oxfordshire Homeless Movement to pay for outreach workers, homeless prevention schemes and other projects."

**Glynn McCarthy, Acting Sergeant, Thames Valley Police**



Homelessness has become a common sight in Oxford  
© Ed Nix

#### The impact

By providing extra tools, parts, and training resources for the prison workshop, GWR is helping to empower the most disadvantaged members of our community, with 95% of prisoners in the Bike Back workshop saying their self-esteem and confidence has improved.

Since becoming involved with the charity, HMP Bristol's workshop capacity has increased by 20%, refurbishing around 600 bikes per year. This means 600 people in Bristol will benefit from an affordable bike from Life Cycle UK, increasing their mobility and access to integrated transport services. The income from the sale of 100 bikes pays for spare parts for another 100 bikes, facilitating a sustainable training programme and diverting abandoned bikes from landfill.



A prisoner carries out an inspection at one of the Life Cycle UK workshops

"Life Cycle UK is so thrilled to have this support from GWR to expand our bicycle recycling work in the community. Not only will it help us to fix-up more abandoned bicycles for use by local people, but it will directly support the charity's work to help prisoners qualify as accredited bicycle mechanics and build themselves a brighter future. It's a real win-win!"

Ed Norton, Chief Executive, Life Cycle UK

### Young Bristol

Youth get creative to steer people in the right direction

#### The context

Young Bristol works with young people aged 8-19, supporting them to take part in creative pursuits to improve their mental health through expressive, fun and reflective activities. Due to planned engineering works at Bedminster Station, a replacement bus service was in place.

#### The solution

GWR partnered with Severnside Community Rail Partnership, Bedminster Business Improvement District and Young Bristol to involve their youth in a creative endeavour to help passengers. Around 16 youngsters from the Young Bristol group based at Bedminster Youth Club were brought in by Severnside CRP to paint signage on the pavements. The children created stencils and sprayed their designs in and around the station, helping direct passengers to the rail replacement bus stop.

#### The impact

The eye-catching spray paints helped mark the way for customers unfamiliar with the area and the children thoroughly enjoyed themselves. The project was particularly welcome during the pandemic where many young people struggled with being isolated from their family and friends. The outdoor, community project therefore had a much-needed positive impact on children's mental and emotional wellbeing.

<sup>3</sup> RAC Foundation, Transport Poverty, <https://www.racfoundation.org/media-centre/transport-poverty>, 28 February 2022

<sup>4</sup> Prison Reform Trust, Prison: the facts, Bromley Briefings Summer 2019, <http://www.prisonreformtrust.org.uk/Portals/0/Documents/Bromley%20Briefings/Prison%20the%20facts%20Summer%202019.pdf>, 28 February 2022

“We worked with approximately 16 young people from The Grove at Bedminster Down Youth Club, who spent time designing stencils at the youth club in the weeks before the actual spraying. The young people worked in small groups to spray the temporary paints along the walking route between Bedminster Station and rail replacement bus stops. They still talk about the project very fondly!”

**Faye Keane, Art Coordinator, Severnside Community Rail Partnership**



Young Bristol at Bedminster Station

## 7.0 Stakeholder engagement and customers

GWR facilitates more than one hundred million passenger journeys each year, helping our customers travel to over 275 stations in the South West. With such a large network and wide array of partners and stakeholders, we work hard to build strong regional relationships. In the reporting period 2,490 stakeholders attended GWR consultation and engagement events.

Our Customer and Stakeholder Engagement Strategy enables us to develop an in-depth and accurate understanding of the needs and aspirations of our customers and stakeholders. We promote clear and open channels of communication, encouraging regular feedback through surveys, social media and customer service channels, taking on board suggestions for improvements. In the reporting period, we resolved almost 80% of all complaints within a month of being received.

The proportion of stakeholders who rate their interactions with GWR as good or very good has increased by 12% from 2016 to 81%, and there is strong agreement (78%) that GWR is committed to delivering the best quality service to passengers. In the period we’ve also received 1,690 communications of positive feedback. At the same time, suggestions on how GWR can improve its service have included working on poor connections within the service, increasing reliability and having fewer cancellations, as well as increasing information provision and customer interaction.

We’ve employed Customer Ambassadors, meaning we now have over 40 dedicated colleagues to assist customers at stations with the latest travel information, including supporting those who need extra help with their journey.

In 2021 GWR won both ‘Marketing and Communications Excellence’ at the Rail Business Awards and ‘Customer Service Excellence’ at the National Rail Awards.

## Improving the experience of families

### GWR initiatives that have positively impacted family travel

#### The context

We regularly and formally engage with our customers, encouraging feedback on all aspects of our service, to drive continuous improvement in their experience. We recently received feedback from customers with families that they found some of their journeys challenging. Our colleagues also noticed that a lot of families, especially those with young children, found it difficult to navigate our stations, particularly with prams and luggage in tow.

#### The solution

In response, we reached out to our customers who had sent in comments, setting up formal engagement sessions to talk directly with them to understand what the issues were and how things could be improved.

To understand specifically how we could tailor our service to improve the experience of families, we mapped our customer’s journeys to address specific needs along their route. This included how people got to the station, the entrances and gates they used, the suitability of facilities, right through to boarding and alighting our trains. For example, it was identified that, at Paddington Station, there could often be a rush of people entering the platform, which felt daunting for some of our passengers.

#### The impact

GWR introduced the following initiatives as a direct result of these discussions:

A family ticket was created, offering a discount for up to two adults and four children. This proved extremely popular and resulted in a marked increase of 121% (compared with the same segment in 2019), in families travelling on GWR trains after its introduction.

A dedicated family page was created for the GWR website, providing accessible information in one central location, such as letting parents know that we have baby changing facilities on all our trains and that we can provide activity packs to keep children entertained on long journeys.

#### Making and re-living history

When the last daily service left Okehampton in June 1972, a photograph was taken with those who had been on the very last train. To mark the re-instatement of the Dartmoor Line, we promoted the image via local and national news, asking people to get in touch if they were featured in the photo. The search prompted those who were on the last train in 1972 to send in photographs and old tickets they collected from that day and thirteen attended as GWR guests to ride one of the first trains at our opening ceremony.



The above photo was taken by Bernard Mills, a former Great Western Railway Customer Advisor who has worked in the rail industry for over half a century

In June, we also piloted priority boarding at London Paddington. The free service meant customers could book a slot in advance (up to 6pm) on the day before they travel, through WhatsApp, allowing those who needed it a little more time or some help to get their family on board safely. Due to its success, we have continued with this initiative and will be expanding it to include a further two stations.

“My wife travelled by train with 8-month-old baby today for 6-hour journey. Many thanks to @GWRHelp and the excellent priority boarding service at Paddington station which ‘took the stress out of getting on a busy train with a baby and pushchair’!”

#### Customer via Twitter

Lastly, we worked in partnership with Network Rail to convert a disused retail unit at Reading Station into a family zone, installing child-friendly seating and floor mats to create a warm safe waiting place. Due to the positive feedback we received, we have made this a permanent space and intend to replicate the scheme across a further five locations.



Reading Family Zone

## 8.0 Safety, health and wellbeing

Safety is GWS's number one priority and we are committed to keeping our railway the safest in Europe.

Over 94.5% of our stations are Secure Stations accredited, recognising how we are working with our partners to reduce crime and play a greater role in safeguarding vulnerable people. We achieve this through our well-trained frontline colleagues, physical design measures and stringent risk management procedures. In the period our staff have intervened 280 times to prevent harm, including 111 suicide interventions.

#### Stairs Campaign

*Targeting specific stations, we added actions to our Station Dynamic Accident Reduction Plans to reduce slips, trips and falls on stairs, developing focused initiatives as part of our company-wide Seasonal Accident Reduction Campaigns. The initiative has raised customer and colleague awareness of the importance of concentrating when using station stairs, and feedback from the station teams has been very positive. We have shared best practice and embedded this within our procedures for future application.*



Testament to GWR's commitment to safety, in the reporting period we have achieved zero fatalities across the network. We've also been awarded The Royal Society (RoSPA) Gold award for the fourth consecutive year. We run IOSH Managing Safety courses throughout the year to up-skill colleagues, positively reinforcing the right conduct through our behavioural safety campaign "BeSafe", to ensure safety is a personal value for every one of our employees.

Within the rail industry, shift patterns, demanding time frames, challenging working conditions and exposure to potentially distressing events means promoting good mental health amongst our workforce is fundamental. Our Wellbeing Steering Group brings together colleagues from across the network and from different functions, to share best practice and ideas. In the period, we've hosted 333 community health, wellbeing and welfare projects or interventions. We also monitor and improve employee attendance by implementing in-house Occupational Health and Wellbeing programmes.

## Encouraging connectedness GWR's network of Wellbeing Champions and Mental Health First Aiders

#### The context

Wellbeing Champions were an innovation by our Onboard Safety Team to improve colleague wellbeing. Their introduction was such a success that wellbeing champions can now be found across our business. On 4 November 2021, we hosted a training day for 48 of our newly recruited Wellbeing Champions. The event gave all our champions, both old and new, the opportunity to learn from each other, gain new ideas and receive training.

#### GWR signs Railway Mental Health Charter

As an outward symbol of our robust internal policies on health and wellbeing, GWR recently signed a charter developed in collaboration with RSSB and the Mental Wellbeing Group. We've committed to:

- Embrace the mental health agenda
- Prevent and address mental ill health
- Effectively manage stress in the workplace
- Share best practice
- Support the wider industry to end mental health stigma, get conversations underway and create an open and inclusive culture where all staff know how to ask for support

#### Jerusalema

The very first UK train operator to rise to the occasion, the Jerusalema dance challenge was organised, choreographed and performed by GWR colleagues to help people adjust to the lifting of restrictions during the pandemic. 21 of our staff from Paddington were involved in the performance, which was promoted via social media, resulting in millions of views on both YouTube and Facebook.



### The solution

Our Wellbeing Champions and Mental Health First Aiders have organised and promoted numerous events throughout the year, raising awareness of wellbeing initiatives, starting conversations and helping to remove social stigmas.

They also promote useful media such as Rail Wellbeing Live. The channel provides insights and practical advice from wellbeing experts and rail industry professionals on all aspects of health and wellbeing including sleep, diet, exercise, stress and money worries.

### The impact

GWR now has 191 Mental Health First Aiders who work across the network.

“Mental health is so important; it affects us all and is just as important as safety. We can all do our bit to make ourselves feel better and ultimately feel happy and content; this gives us more job satisfaction and better performance in our work. It’s our job to help others.”

**Matthew Smith, Lead Customer Host, GWR**



Wellbeing Wellie Walk in Plymouth



Jerusalem dance challenge

### Social impact

The social value generated through safety, health and wellbeing for GWR was:

**£141,408,795.50**

- Life saving interventions £116,698,125.09
- Staff training to prevent harm £4,193,906.91
- Workforce health & wellbeing £20,516,763.50

## 9.0 Economic development

New infrastructure is vital for connecting people and communities, providing more equitable access to jobs, education, housing, services and people. The RSSB Social Value Tool will help us demonstrate the significant impact rail and associated infrastructure improvements can have on the economic development of an area, enabling us to provide tangible evidence that public funds are being spent appropriately.

In this reporting period, GWR has invested a substantial £6.3m in development and infrastructure enhancements. We work with local and national Government, businesses, the wider rail industry and communities to provide services that support economic vitality, growth and quality of life, and 87% of our stakeholders agree that GWR is a significant contributor towards the economic health of their community.

Dedicated Growth Managers from GWR and Industry Programme Directors from Network Rail are working in collaboration to help communities and partners develop and deliver projects to increase rail use. Together, we work closely with the Department for Transport to maximise opportunities for third party funding, supporting schemes that further economic development, housing, active travel and a switch to sustainable, integrated public transport. In the reporting period we’ve worked with local authorities and enterprise partnerships to secure £8,019 of match funding to improve services and facilities that will contribute to economic growth and job creation.

GWR’s Cohesion and Community and Education programmes also provide smaller community groups with the opportunity to work with the rail industry, on projects designed to support training and diversity and to root the railway in the communities we serve.

## The Dartmoor Line reopening

### The reintroduction of regular passenger rail services between Exeter and Okehampton

### The context

This DfT-funded initiative to reopen the Dartmoor Line restored rail access to an area that had had no regular passenger services since 1972. Before the railway opened, connectivity between Okehampton, the surrounding area, and the regional centre of Exeter was undermined by poor public transport and traffic congestion. The scheme included replacing 14 miles of track, upgrading infrastructure (including the existing station at Okehampton) and training staff to operate the route.

### The solution

GWR worked in close alliance with Network Rail and partners to deliver the scheme using project SPEED methodology - focused on halving the time and significantly reducing costs of delivering rail infrastructure projects. Funding was approved in April 2021 and the railway opened to the public on 20 November 2021.

Our ‘One Team’ approach expedited the decision-making process and we worked closely with local stakeholders to understand the needs of the local population. Regular forums were held with Parish and town councils, as well as campaign groups and local businesses. Working with Devon County Council we instigated bus links from the station to Tavistock, providing the first year round 7 days a week public transport on this route since the railway closed.

### The impact

The reopened railway has proved an instant success, with between 2,000 and 2,500 passengers travelling on the route every week, against a background of the global pandemic and with an initial two hourly service. It is supporting the significant housing development taking place within Okehampton, providing easy access to Exeter for employment, education and health, as well as socio-economic benefits for the town and the surrounding region.

Further development is now taking place to double the train service provision to hourly and to refurbish the Okehampton station building. The station will provide a community asset for the town, with a café, toilets, Dartmoor National Park Visitors Centre, and a community shop opening during the summer of 2022.

“The new line will provide thousands of my constituents who are up to an hour away from their nearest station with a valuable service on their doorstep and provide a huge boost to the local economy as we bounce back from Covid-19. Crucially, it will also help to reduce carbon emissions by taking cars off the A30. I can’t wait to book my first ticket!”

**Mel Stride, MP, Central Devon**

“The Dartmoor Line has been a huge local success story – and these numbers show it. This link is already incredibly important to Okehampton, Exeter, Devon and to people from further afield visiting Dartmoor. It was brilliant to open the line last month, delivered two years early and £10 million under budget – now delivering for the local community.”

**Grant Shapps, Secretary of State for Transport**



Okehampton station on the first day of the restored Dartmoor Line

## 10.0 Climate and environment

There is significant opportunity for the rail industry to contribute towards reducing the impact of climate change and achieving Net Zero by 2050. GWR is working with Network Rail and the Environment Agency to review the impact of extreme weather events and develop contingency and long-term risk management plans.

### Social impact

The social value generated through climate and environment was:

**£51,864,995.50**

- Carbon emissions reduced £51,864,736
- Waste diverted from landfill £259.50

We continue to build on the prestigious international standards for environmental and energy management by maintaining certification to ISO 14001:2015 and ISO 50001:2011 through our E2MS system. The E2MS is allowing us to drive improvements in waste, water, and energy consumption and a successful external audit by Lloyds in 2021 found our management system to be well-embedded and capable of supporting the current sustainability agenda.

Measuring and managing our environmental impact is key to the success of our business. We have run more trains on electricity to support the Government’s commitment to phase out all diesel-only traction by 2040, and introduced smart, energy-efficient lighting at our stations.

“The priority for the railways in the GWR area is electrification. This would bring benefits in terms of the environment, comfort, speed, capacity. This should be the top priority for the alliance with Network Rail.”

**Passenger and community feedback**

Through the installation of automated water meters, we have significantly reduced water consumption across our portfolio. Real-time data is allowing us to see peaks and troughs in consumption, enabling us to rapidly identify and repair any leaks. In the reporting period, we trialed a new tap control which reduces the flow of water in washroom basins, resulting in a 15-20% reduction in daily water consumption. These are now being installed as part of all washroom refurbishments and repairs. Improved data accuracy also means we can now set targets for water consumption.

## Smart Energy Management

### Data insights to cut carbon and drive down electricity consumption

#### The context

Previously, data on the energy use for our stations was only available for the main incoming supply. To obtain a better understanding of our energy consumption, we commissioned a trial on the benefits of sub-metering. The trial identified the minimum amount of electricity required for lighting at the station, which gave us the data we needed to assemble a business case for the installation of more energy efficient LED lights.

#### The solution

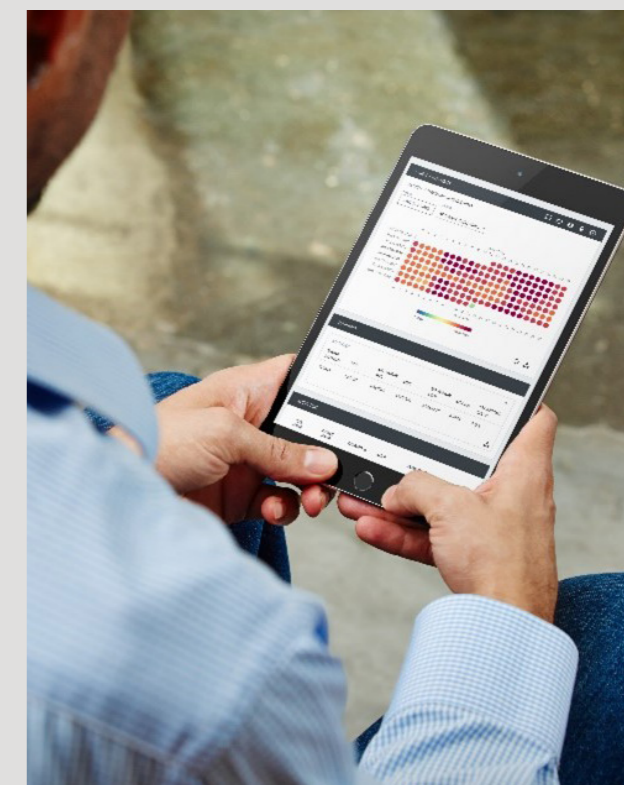
The business case was approved and lighting is now controlled by ambient sensors, ensuring lights are only switched on when needed. Due to the success of the trial, sub-metering has been rapidly rolled out across the majority of our stations.

We also installed a Shield Building Management System (BMS) at all GWR operated stations, allowing remote control and detailed analysis of all energy systems. The new lighting controls and BMS have allowed GWR to identify energy wastage and leakage, meaning different solutions can be implemented to reduce consumption.

#### The impact

The BMS offers greater granularity and remote monitoring, meaning faults can be identified and actioned quickly, lessening the impact on station operations and customer experience. Safety or security critical issues can immediately be flagged and relevant maintenance teams dispatched to resolve the issue. On some of our sites, reactive maintenance visits have reduced from an average of ten visits per month down to zero, with accompanying indirect carbon reduction benefits.

GWR has also deployed CODA IoT technology throughout our estate, significantly improving visibility and enabling remote building health diagnostics. As a result of the new LED lighting and CODA IoT technology, GWR has achieved a 63% reduction in lighting energy use across our stations.



Heatmap of energy usage on table

### Efficient Recycling

For more than 10 years GWR has introduced waste segregation facilities across all five of our engineering depots and Plymouth Station. This is enabling us to recycle over 85% of waste streams, including cardboard, plastics, aluminium and newsprint. We have also introduced coffee cup recycling across all depots, meaning the huge number of single use cups used by passengers are now diverted from landfill and recycled into other products such as low-grade plastics and stationery.

“It’s been a very productive year in the partnership between Great Western Railway and SWRnewstar. We have implemented brand new services across five locations, which has taken the average recycling rate from 48% to 63%. We are really excited to build on this success in 2022 and look forward to working closely with the GWR to deliver industry-leading results through continued best practice and innovation.”

**Tom Rattray, Account Director, SWRNewstar**

### Tackling food waste and supporting families

Fluctuating passenger numbers during the COVID-19 pandemic meant it was difficult to manage stock levels for our on-board catering services. To ensure no food went to waste, we partnered with Olio at the end of 2020 to trial using trains to transport surplus stock from across the network to Paddington and Plymouth. 97% of in-date food donated to Olio was successfully shared across local communities and families. The scheme is now being rolled out across the entire GWR network.

“Through working with Olio, GWR can be sure any extra food from our services goes straight to people in need. This scheme allows us to continue to support our local charities and communities, while maintaining our commitment to being a sustainable business by sending zero waste direct to landfill.”

**Amie Coppin, Head of Sustainability, GWR**

## 11.0 Covid-19 recovery

GWR has put measures in place to ensure that the easing of Covid-19 restrictions is undertaken safely, minimising the risk to colleagues, customers and contractors. We actively follow the Government’s roadmap for easing restrictions, as well as guidance from the ORR, RDG and RSSB. This is supplemented with regular risk assessment reviews with managers, colleagues, H&S reps and trade unions to ensure an agreed and collaborative approach and that any changes are clearly communicated to all.

Feedback from stakeholders in the reporting period has shown they remain impressed with GWR’s ability to keep people moving during the pandemic, with 76% saying that we have been doing this well. 72% have stated that GWR has performed well at implementing Covid-19 safety measures, as well as adapting our business and operations to the changing needs.

“GWR has ensured vital services are not lost to key workers and made protection a priority.”

### Passenger and community feedback

## Keeping the conversation going Proactive Communication Management During Lockdown

### The context

In the summer of 2021, during lockdown, GWR and Network Rail worked together to come up with inventive ways to communicate with stakeholders, specifically regarding eight weeks of planned disruption to trains via Bristol Temple Meads. To ensure a joined-up approach, GWR colleagues connected and developed an aligned strategy with their counterparts in Network Rail.

### The solution

In lieu of being able to do face-to-face briefings at key locations, GWR held four online briefing events for key stakeholders in the Bristol area to help spread the word via organisation’s internal comms networks. The interactive sessions set out why the planned disruption was taking place and the impact this would have on train services, taking questions from those attending. These sessions were supported by a toolkit of comms materials, including newsletter articles, posters, leaflets and a video recording of the briefing.

### The impact

The media pack was sent out to 136 recipients in the Bristol area, including major employers, police, local authorities, colleges and universities, sports clubs, tourism groups, visitor attractions, shopping centres, NHS, travel organisations and utilities. They could also check for updates via dedicated social media hashtags.

Our dedicated approach to maintaining dialogue with key stakeholders during lockdown and throughout the build-up to the works ensured everyone was aware of what to expect and when.

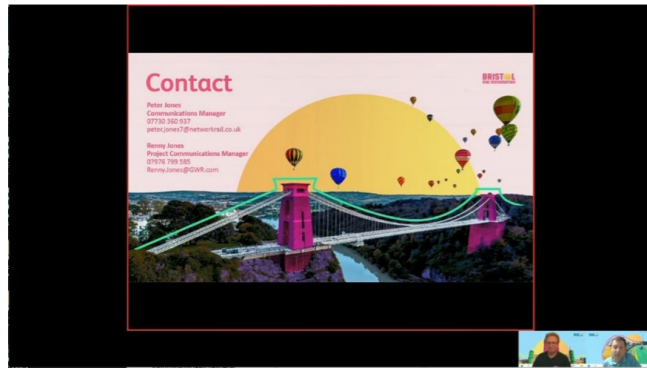
“Lockdown restrictions prevented us from interacting face-to-face with rail customers at stations or on trains in the build up to the planned disruption. Similarly, visiting employers across the Bristol area to inform workers of changed travel arrangements was also not appropriate. Building on a tried and tested approach, online sessions ensured employers and other stakeholders still had an opportunity to ask questions and highlight any concerns. We also provided them with a toolkit of support materials to push out messages on our behalf via their own internal and external communications channels, furthering our reach. As a result, Network Rail and GWR were able to reach those who may not have been travelling by train at the time but potentially may have been later in the year.”

**Peter Jones, Communications Manager, Network Rail (Western Region)**

### Poppies to Paddington

At a time where most Remembrance events were suspended due to the pandemic, swathes of poppy wreaths were placed on GWR trains and carried to London Paddington station from across the country on Remembrance Day. A modern-day echo of the long train ride from Penzance Station that began so many people’s journey to war, the ‘Poppies to Paddington’ venture in partnership with The Veterans Charity, earned GWR the ‘Most Supportive Business to the Armed Forces during Lockdown’ award.





Online briefing event with stakeholders

## Reshaping Training

### Exceeding training targets during the Covid-19 pandemic

#### The context

Whilst Covid-19 was presenting itself as a global challenge, some businesses opted to pause or reduce the amount of training that was being delivered. GWR's goal however, was to continue to deliver a first-class service for its customers by ensuring that colleagues continued to receive the same award-winning quality of training at the same frequency.

#### The solution

We quickly adjusted our strategy to deliver training online using new collaboration technologies. We supplemented this with 'Mobile Phone and Apps' training to give our people a greater understanding of their digital toolkit. Covid-19 control measures were put in place to ensure that training was delivered safely in the classroom, where safe to do so, augmented by impactful and interactive online delivery methods.

#### The impact

Our approach has resulted in a cultural shift, raising the overall maturity level of our staff who are now well-versed in employing digital technologies as part of their day-to-day activities. Training has been delivered above initial expectations by 8% in terms of volume, and we have ensured that staff entering the business during a difficult period have still received critical training. Ultimately this has enabled our customers to continue to enjoy the excellent service expected of us.

## Community Heroes

GWR joined forces with the BBC to celebrate 'Make a Difference Superstars' from nine BBC Local Radio regions, honouring those going above and beyond to help others in their communities. Among those nominated were kind-hearted care home manager Christopher Dando and fundraising postie Evette Wakely, who were chosen for selflessly helping others at the peak of the Covid-19 pandemic.

Their names now feature at either end of Intercity Express Train 800029 as GWR continues to honour BBC Make a Difference Superstars from nine regions across the network. In total, 18 heroes who went above and beyond during the Covid-19 pandemic had a train named in their honour.

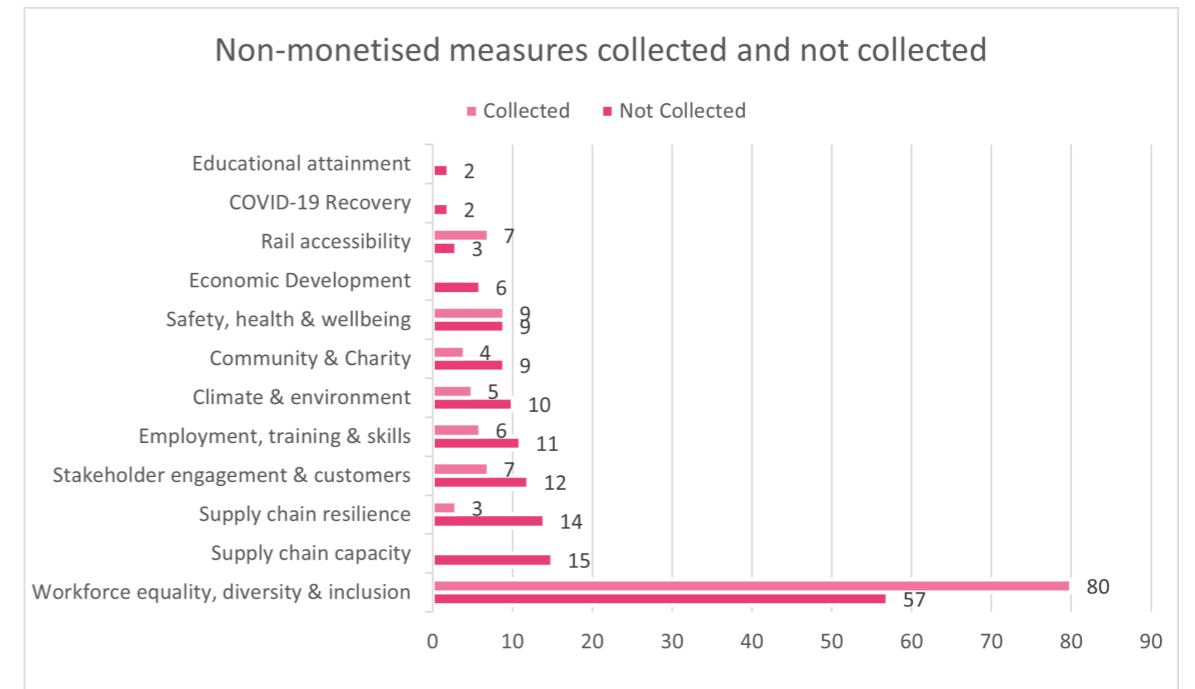
"Christopher and Evette went to incredible lengths to support their communities and we're thrilled to add their names onto the side of an Intercity Express Train. GWR has a long and proud history of naming trains after Great Westerns – past and present heroes from across our network – and it's a real treat to add these two community stalwarts to that list. It was a privilege to partner with the BBC Make a Difference campaign and the stories which featured on BBC local radio were truly overwhelming."

**Mark Hopwood, Managing Director, Great Western Railway**

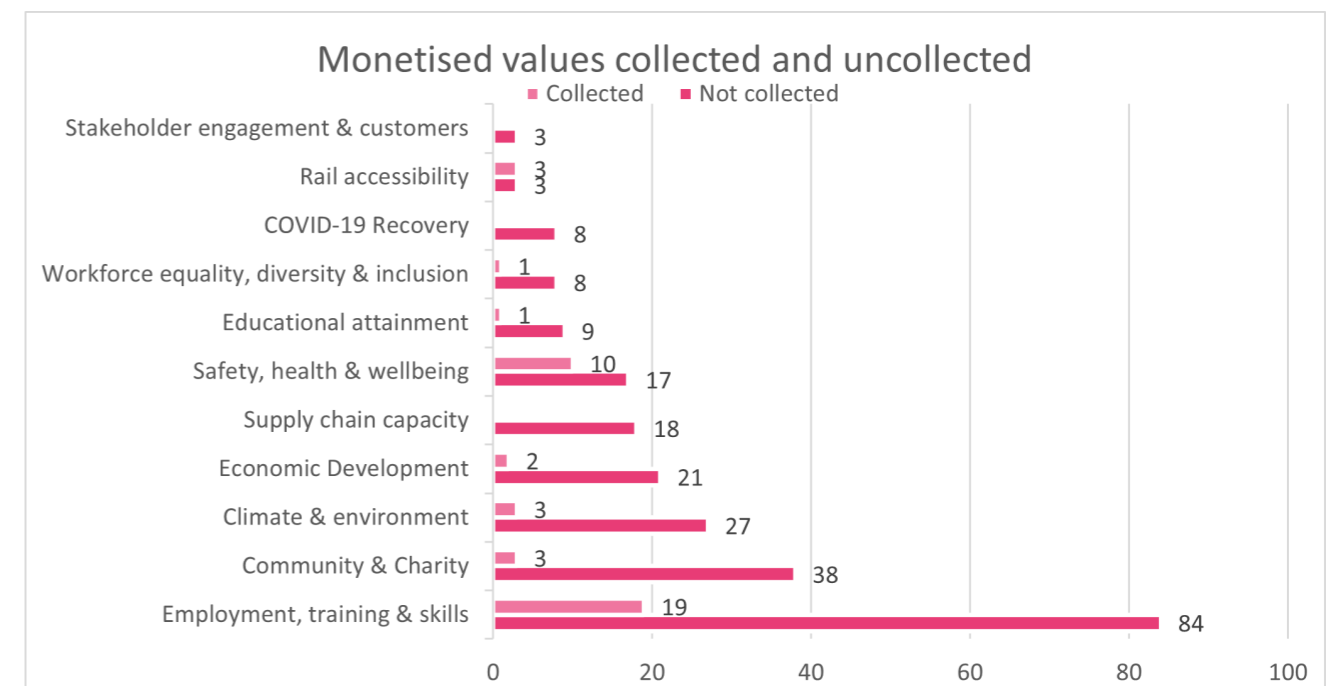


## Opportunity

The chart below demonstrates the number of social impact metrics that we have been able to measure and upload to the RSSB Social Value Tool. Social value has its roots within socio economic studies, therefore the majority of metrics for the tool can be found within employment, training and skills. The areas for which GWR possesses the most complete data are rail accessibility, safety, health and wellbeing, climate and environment and employment, training and skills.



As this is the first report of its kind for GWR, there is scope to improve in all areas. However, the chart below illustrates that our biggest opportunity to achieve a higher social impact value falls within the areas of employment, training and skills, community and charity, economic development and supply chain capacity.





**GWR**