



Great  
Western  
Railway

# Social Value Report 2024/2025



[View Report](#)







Foreword  
Joe Graham  
Business Assurance Director

**GWR has always believed that railways are more than just transport systems. They are the catalyst for positive social change impacting public health, safety, economic growth, job creation, education, and social inclusion. Over the last 200 years of passenger services the railway has opened up social, economic and academic opportunities right across the country.**

Simply put, the railway changes lives, but being able to measure and report that social benefit is complex.

Over the last four years we have used the Rail Social Value Tool (RSVT) as an independent, tailored solution. It evaluates hundreds of metrics, looking at the value we have added for the natural environment, for people and communities, for local economies, and for raising opportunities. It has tracked and measured our social value and means we can promote cooperation and the sharing of information across the rail industry.

The social value environment however is always changing. To stay valid and make sure we are measuring the right impacts the RSVT now includes an annual review of metrics. The first of these took place last year. This led to updates to existing metrics, the introduction of some new ones and some modifications to ensure better alignment with industry trends, government guidelines and the expectations of our communities and our stakeholders.

It is important that we are flexible and adaptive, so that the social value benefits we bring are the right ones for the communities that we serve. Annual reviews will help us to do this.

It does also mean that this year's report looks different, but its core purpose remains exactly the same. We will continue to use it to drive community engagement and build on the significant additional social benefits that our railway brings.

We are proud of the difference we are making for health, for education, for work and for social inclusion. We see this as part of our core business, and we could not do it without you, our partners.

We are grateful for your continuing help and support. This is very much a partnership and one we are determined will continue to grow.

Let us know what you think of the new report and the work we are doing. We really value the feedback and again thank you for all your help over the last twelve months.

Throughout this report you will find images such as those below with click through buttons that will take you to short films, more information or additional reports.







# Contents

## 1.0 Introduction

- ➔ Forward
- ➔ Executive summary
- ➔ Our approach
- ➔ Measuring what matters
- ➔ Operational, environmental and economic impact
- ➔ Monetised and non-monetised metrics

## 2.0 Employment and economic

- ➔ Economic development
- ➔ Central Region
- ➔ Eastern Region
- ➔ Western Region
- ➔ Employment and apprenticeships
- ➔ Industry first apprenticeship
- ➔ Equality, diversity and inclusion
- ➔ Babbasa



## 3.0 Health, training and skills

- ➔ Training and skills
- ➔ Pathways for progress
- ➔ Work experience
- ➔ Safety and security
- ➔ Safeguarding futures
- ➔ Health and Wellbeing
- ➔ Trauma Risk Management (TRiM)

## 4.0 Supply chain

- ➔ Supply chain resilience and capacity
- ➔ Sustainable laundry solutions



## 5.0 Community

- ➔ Community and charity
- ➔ Journey tales
- ➔ Stakeholder engagement and customers
- ➔ Refreshing the Turbo Fleet
- ➔ Rail accessibility
- ➔ Welcome points

## 6.0 Environmental

- ➔ Environmental
- ➔ Fast charge battery train trial
- ➔ Environmental leadership





# 1.0 Introduction

- Executive summary →
- Our approach →
- Measuring what matters →
- Operational, environmental and economic impact →
- Monetised and non-monetised metrics →



## Executive summary

Great Western Railway (GWR) operates trains across the Great Western National Rail contract area, which includes South Wales, the West Country, the Cotswolds, across southern England and into London. This wide reach affords us the opportunity to have a positive and lasting impact on the wellbeing and prosperity of many thousands of people.

At GWR, we recognise that operating as a responsible business is crucial to our long-term success and fundamental to delivering a railway that meets the needs of society, without compromising future quality of life.

For the fourth consecutive year, GWR has commissioned consultants, Akerlof, to assess our social value using the Rail Safety and Standards Board (RSSB) Rail Social Value Tool (RSVT). The tool measures the social value generated by our day-to-day operations, investments, and projects, allowing us to conduct a thorough analysis and report on the social value of our activities.

Having set out targeted strategies for improvement in our last social value report, we are pleased to provide an update on our progress to broaden and elevate the quality of our data reporting, as well as illustrate how we continue to enhance our impact on society, the environment, and the economy.

We equally recognise the importance of supporting the wider rail industry to continuously improve. As such, we are proud to play an active role within the Rail Social Value Tool Steering Group, which serves as a crucial platform for cross-industry collaboration and information-sharing related to social sustainability. Through our participation, we aim to drive the use and ongoing development of the RSVT to ensure it remains a useful tool for measuring social value across the rail sector.

This Social Value Report is structured to provide a holistic overview of our activities across five of RSSB's social impact areas. 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 2024 - 31 March 2025, GWR is proud to have delivered a total operational, environmental and economic impact valued at £203,585,793.97.



**View the Social  
Value Impact Report**

## Social Value Impact 2024-2025

### Employment and Economic

**223** jobs created  
14% ethically diverse  
33% women

**39** colleagues took part in career progression programmes

**312** people placed in apprenticeships with a retention rate of **97.2%**

**6.4%** apprentices from areas of greatest deprivation

**£19.3m** investment in development or infrastructure

**£600,000** spent on new inclusive design features

### Health, Training and Skills

**34,284** hours of safety talks

**4,550** students received real life learning through Prison Me No Way and Junior Life Skills

**509** safeguarding interventions, including **53** suicide interventions

**93%** of stations Secure Stations accredited

**35** engineering work placements  
**518,604** hours of workplace training

**24** colleagues became Mental Health First Aiders

### Community

**2,500** stakeholders attended consultation and engagement events

**91%** disabled people satisfied with their ability to access the facilities and services they need

**5,134** people supported to use the rail network through try a train  
**11,764** rail confidence trips

**98** station adoption groups across the network

**£57,721** donated to charity through payroll giving by **7.17%** colleagues

**£825,169** investment in Community and Customer Improvement Fund

### Supply Chain

**£31m** spend where social value and ethical considerations were integral to spending decision



**£50m** spend with SMEs

### Environmental

**76%** waste recycled

**22%** colleague vehicles hybrid or electric



# Our approach

## RSSB Rail Social Value Tool (RSVT)

As part of the continued evolution of the Common Social Impact Framework for Rail, the Rail Social Value Tool (RSVT) has refined its focus, reducing the number of key social impact areas from 12 to 5. These are:

1. Employment and economic
2. Health, training and skills
3. Supply chain
4. Community
5. Environmental


This year's report is therefore structured around these five themes to align with the updated framework.


## Time

GWR has completed this exercise to include data from 1 April 2024 until 31 March 2025 inclusive, encompassing 13 railway reporting periods. This will be referred to throughout this report as the 'reporting period'.

## Change in number or actual number

In previous years, crime data could only be inputted under a 'general' category. From this reporting period, it is possible to record data under specific crime categories. We have opted to continue to use the general category this year for continuity – from next year onwards, we will capture changes to the specific crime categories. This data will be used to inform conversations about the way we can support activity to tackle specific crimes.





Find out more about the RSVT tool here

## Avoiding overclaiming monetised social value

- Central to analysing social return on investment is taking measures to avoid overclaiming. Overclaiming can occur when:
- An organisation claims value that it wasn't responsible for creating (attribution)
  - Change could have happened without the intervention (deadweight)
  - Negative impacts created aren't accounted for (substitution or displacement)
  - The duration of the outcome is over-estimated (drop-off)
  - An outcome is counted twice

The RSVT automatically adjusts monetised values. Each outcome has its own set of impact metrics that align with HM Treasury Guidance and are based on the type of outcome (e.g. health, employment, education).

- In compiling the report, we have taken additional steps to avoid overclaiming by:
- Only including activities which GWR was responsible for
  - Only recording activities which are additional to business as usual
  - Including negative impacts as well as positive
  - Considering how long impacts will last and adjusting the amount recorded to reasonably reflect the impact created
  - Where activities are similar, we have recorded these as one entry only

## Geography

The geographic definition of 'local' has been set as the 'South West' within the RSVT. While the South West serves as our primary area of operation, it's important to note that our presence extends beyond this region. For instance, we have a strong presence in South Wales, and our report provides a comprehensive overview of our operations across multiple geographical areas from which we operate.

When calculating local apprentices, local employees, local spend and local supply chain, GWR has included those living within 25 miles of their location of work.

## Monetised and non-monetised metrics

The monetisation of social value is the method of assigning a financial value to the change experienced by a stakeholder because of an activity or intervention. Monetisation helps to understand the relative importance to those experiencing the change to focus decision-making to maximise social value, as well as provide a consistent unit of measurement to enable comparison.

While monetisation provides a tangible way to measure the value of our social impact, it is by no means the complete picture. The RSVT therefore allows us to capture our activities through both monetised and non-monetised data across a range of impacts. Where possible, we have included case studies throughout this report to bring this data to life, ensuring a comprehensive approach where we showcase all aspects of social value, through both qualitative and quantitative means.

## Detailed stakeholder information

Stakeholder information has been broken down across key topics including – ethnicity, marital status, gender, sexual orientation and working patterns. We haven't included number of stakeholders born outside of the UK, average age, ex-offenders, homeless, ex-service personnel or the highest level of education achieved.



## Crime metrics

In previous years, crime data could only be inputted under a 'general' category. From this reporting period, it is possible to record data under specific crime categories. These are monetised metrics and range widely - from £474 for fraud to £107,595 for rape. We opted to continue to use the general category this year for continuity – from next year onwards, we will capture changes to the specific crime categories. This data will be used to inform conversations with stakeholders about where intervention is most needed. Over time, we expect this transparency to lead to more targeted activity to reduce harm and improve community safety.

## Double counting

There were two metrics that were excluded due to the potential for double counting, both were included within another field instead. These metrics are shown below:

Impact area	Sub-category	Description	Input unit	Where has it been included instead?
NM155	Workforce satisfaction, participation and contribution	Percentage turnover of employees	%	Included here
NM160	Workforce satisfaction, participation and contribution	Workforce turnover rate, which is the number of employees who leave an organisation during a specified time period	%	NM155
RSVT01	Rail	The amount of pounds invested into accessibility or inclusive design features in the reporting period	£s	Included here
D71	Rail	The amount of pounds invested into accessibility of inclusive design features in the reporting period	£s	RSVT01



## Measuring what matters

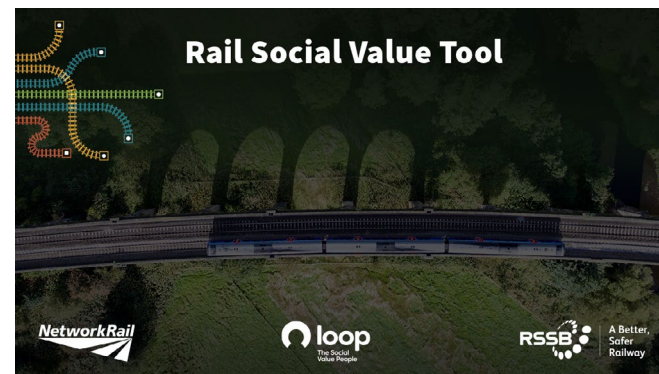
Over the past four years, GWR has undergone a significant shift in how we understand and measure social value. What began as an exploratory process - largely focused on casting the net wide to capture a broad range of data - has matured into a more thoughtful, intentional approach rooted in what truly matters to us and the communities we serve. We now have a firm grasp of what social value means to GWR and of the measures that are of greatest benefit to monitor and report.

Our teams too have developed a deeper awareness of the role we play in people's lives. Across departments, we are now having more meaningful conversations about the social impact of our work, challenging ourselves to go beyond the numbers and ask whether what we're measuring reflects our values and priorities. Increasingly, colleagues are bringing their own data to the table and asking how it can be reflected in the tool - rather than starting with the tool and working backwards.

This evolution has been supported by ongoing feedback with Loop and through collaboration across the business, helping us to ensure that any monetised outcomes genuinely align with our activities and impacts.

As our understanding has grown, so too has our use of the RSVT. Since its pilot year in 2021-2022, the tool has changed significantly. Proxy values have been revised - some quite substantially - and new metrics introduced, while others have been discontinued. These developments have meant that year-on-year comparisons are not possible.

While some metrics are no longer available within the tool, GWR has continued to track those that remain important to our social value story, around 40 key metrics. These span key areas



such as accessibility, community engagement, economic investment, education, employment, safety, and inclusive procurement. Many reflect longstanding commitments and have therefore been retained internally to provide insight across reporting periods. They are also included throughout the narrative of this report.

While being able to present our impacts in financial terms is useful, our real drive is to understand impacts in human terms - what changes people are experiencing as a result of our activities. Seeking to understand these changes is guiding our future approaches, detailed further within the 'Future projects, aims and measures' sections.

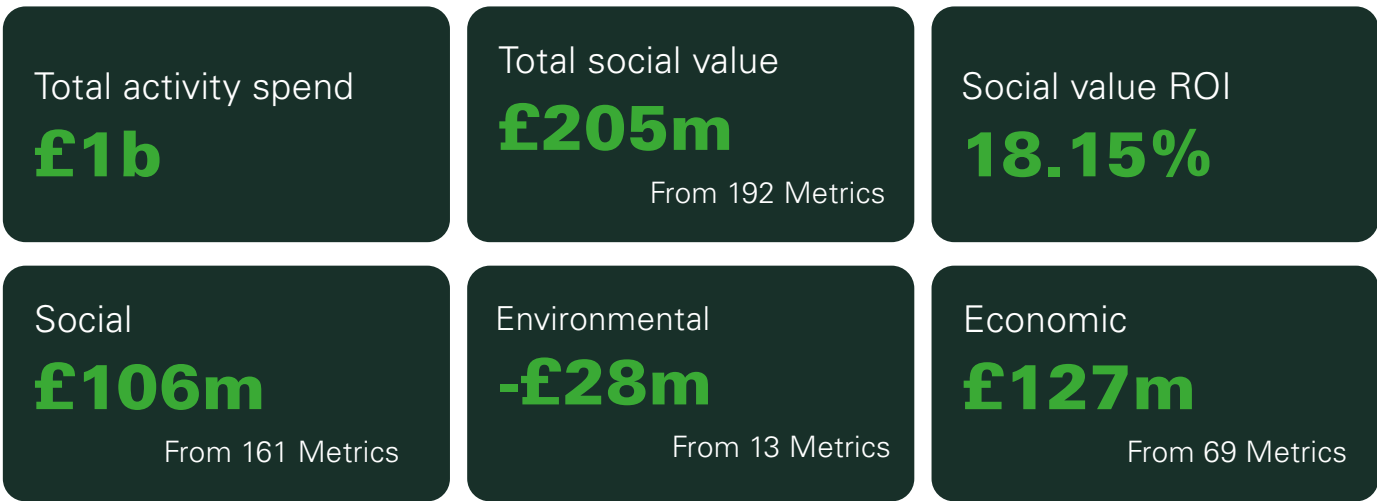




# Operational, environmental and economic impact

In this reporting period, GWR has delivered a total operational, environmental and economic impact of £203,585,793.97. This is a decrease of £434,574,508.4 since the previous reporting period. This decrease is mainly due to the overhaul of the metrics and system by RSVT and Loop. The breakdown is illustrated below:

## Headline figures



When broken down into the 5 social impact areas Health, training and skills has the highest social impact value, whilst Environmental has the lowest. The table below shows the breakdown of social value by impact area.

Impact area	Total impact
Health, training and skills	£114,485,720.38
Employment and economic	£89,330,066.83
Supply chain	£27,346,184.79
Community	£492,455.63
Environmental	-£28,068,633.66
Total	£203,585,793.98



We are keen to be transparent in our reporting practices to enable us to use the information we gain to inform decision-making, policy development, and improvements aimed at maximising the positive impacts, while mitigating the negative ones. Capturing both positive and negative impacts allows for a balanced evaluation that considers the interests and wellbeing of our passengers, employees, local communities, and the environment.

When looking at a further breakdown of the five social impact areas, GWR's highest value monetary values for the reporting period were as follows:

Impact area	Sub-impact	Unit of measurement	Achieved	Total social value
Employment and economic	Jobs	FTEs	6,766	£25,619,864.96
Health, training and skills	Lifesaving incidents	Stakeholders	53	£104,790,392.13
Employment and economic	Gross operating surplus	-	-	£49,679,539.80
Supply chain	Medium business (supply chain spending)	£s	£1,210,898,127	£22,272,775.80
Employment and economic	Apprenticeships L3	FTEs	176	£8,088,169.76

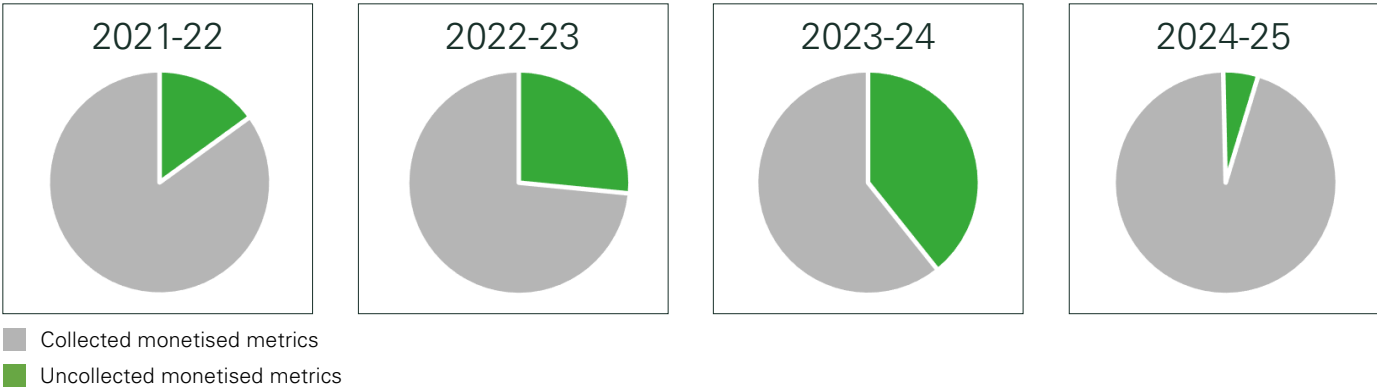
<sup>1</sup> Metric generated from RSVT49, A4, A5, A6, A1



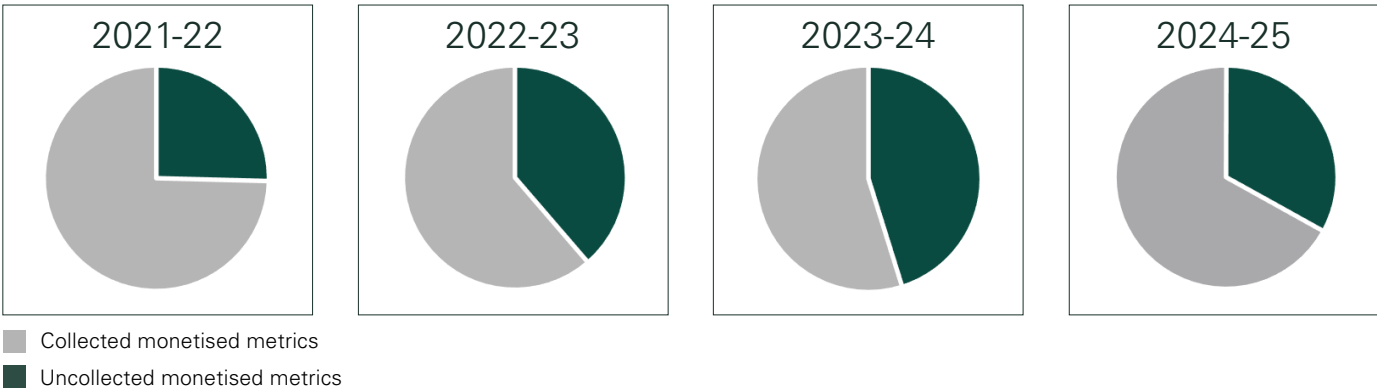
# Monetised and non-monetised metrics

We want to present our social impact in a way that drives meaningful change. Understanding how our actions affect people’s lives is central to this, but we also recognise the value in capturing that impact in economic terms. Presenting both monetised and non-monetised outcomes enables us to tell a fuller story - one that supports stronger decision-making and helps build the case for future social initiatives.

In 2024-2025, GWR was able to collect 49 out of a possible 1103 monetised metrics. The RSVT had added over 1000 new monetised metrics, 733 of those being carbon related. Despite the expansion, GWR reported on 23 fewer metrics than last year, as several we had been measuring to date had been discontinued.



In 2024-2025, GWR was able to collect 139 (out of a possible 280) non-monetised metrics. The RSVT had added around 150 new non-monetised metrics. Despite the expansion, GWR reported on 33 fewer metrics than last year, as several we had been measuring to date had been discontinued.



Areas where we have been able to improve our data collection include:

Monetised	Non-monetised
Job quality - stakeholders experiencing positive and negative impacts - including able to work from home / not able to work from home, job is not dangerous / job is dangerous, level of autonomy and sufficient leisure time / insufficient leisure time	Workplace diversity including data on ethnicity, marital status, gender, sexuality, financial inclusion, age, religion and caring responsibilities
Serious and slight injury saving incidents	Disabled staff on training courses
Mental Health First Aider training	People in the workforce from under-represented groups
Individual mailed advice	Staff learning hours
Movement for wellbeing (capturing Duke of Edinburgh engagement for apprentices)	Working patterns
Support for small businesses, non-profit organisations	Training for people from under-represented groups
Hours of volunteering	Pay equality for people in the top income decile and Gender Pay Gap Action Plan
Crime statistics – specific categories	Length of service
Hours of stakeholder engagement	Retirement age
Space made available to the public	Complaints resolved / unresolved
Hours of STEM training	Good Business Charter
Unpaid work-experience	Safety station enhancements



2.0

Employment  
and economic

Economic development



Employment and  
apprenticeships



Equality, diversity  
and inclusion





# Economic development

## Infrastructure enhancements

GWR has a long history of working in partnership with the communities it serves. We work to understand the role the railway can play in achieving local aspirations. Working with our partners and communities we bring forward improvements to stations and services that connect people with jobs, education, and leisure opportunities.

The RSSB Rail Social Value Tool helps us demonstrate the significant impact the railway can have on the economic development of an area, which is helping us enhance business cases for future investment and widen the potential list of funding sources.

In this reporting period, GWR has secured and invested £19.3m in infrastructure enhancements, working closely in partnership with local authorities, sub national transport bodies, developers, Local Enterprise Partnerships and private sector organisations, as well as with the Department for Transport. Partnership work is led by dedicated Regional Development Managers from GWR and Industry Programme Directors from Network Rail. We have dedicated teams of Development Managers, Sponsors and Project Managers.

## Our improvement schemes

Investment of rail infrastructure has been shown to increase travel accessibility, provide improved capacity and connectivity, enhance the public realm around stations, increase property and land value within the vicinity and improve confidence in the area.<sup>2</sup>

During the reporting period, GWR completed schemes at Gloucester (car park, forecourt and subway), Newbury (car park, accommodation and station refurbishment), Theale (ticket office) and opened a new station at Ashley Down. We’ve also worked with our partners to progress development work for improvements at Oxford, Bath Spa, Plymouth, Par, Stroud, Castle Cary and Moreton-in-Marsh.

Working with our partners we have also invested in improved transport integration at stations across the network through ticketing initiatives, marketing, wayfinding and information.



New bus shelters have been provided at Totnes and Tiverton, where we are working with Devon County Council and local bus operators to promote bus/rail integration. Additional services, funded by the West of England Combined Authority, were commenced between Bristol and Westbury and between Bristol and Gloucester in May 2023 and reported a significant uplift in journeys on these routes. The success of these services has continued through 2024 and early 2025, with growth continuing on each route.

Investment streams from our partners are sourced to support many of these schemes, precisely because of the wider benefits that flow from increased accessibility and useability of train services. Our partners are keen to continue investing in the rail network to increase rail use and deliver their objectives for the economy, environment and wider society.

## Stakeholder satisfaction

The work that GWR does in this area is recognised and valued by communities. Our annual stakeholder satisfaction survey records an advocacy score each year. According to the Savanta survey in this reporting period, GWR’s overall advocacy score increased slightly from 2023/24. Stakeholders view GWR as vital to their communities, due to the essential connections it provides to other regions and the role it can play in a future green / sustainable economy. The auditors recorded several verbatim quotes from stakeholders, which illustrate the perceived importance of GWR to local and regional economies.

## In what ways, if any, is GWR important to the economic development and growth of the local and regional economy?

Our town is a commuter town essentially and good, reliable services contribute to the town's growth and to sustainable transport into cities with low emission traffic zones.

**Rail Group**

An excellent train service is crucial to the growth prospects of my region and city, particularly in respect of attracting new house builders to the area.

**Peer**

Key to assisting with carbon reduction.

**Business**

The company supports environmentally-friendly innovation

**P&C**

Provides a critical link between my constituency and places of work.

**MP**

Utterly vital as it provides rail links to Oxford, London, Worcester, Hereford and from these places across the country for many working people and also bringing in tourists which support a large proportion of the Cotswolds economy.

**Councillor**

Important to commuters, leisure users, school and college students to access London, Reading, Didcot and Oxford.

**P&C**

<sup>2</sup> Rail Delivery Group, ‘Local Economic Benefits of Station Investment’, 2018, [https://www.raildeliverygroup.com/files/Publications/2018-03\\_local\\_economic\\_benefits\\_of\\_station\\_investment.pdf](https://www.raildeliverygroup.com/files/Publications/2018-03_local_economic_benefits_of_station_investment.pdf)



## Central Region - MetroWest

### Transforming rail services in Bristol and the West of England

#### The context

MetroWest, led by the West of England Mayoral Combined Authority (MCA) in partnership with GWR, Network Rail, and local authorities, is a transformative project that is enhancing rail services across the region. It directly addresses road congestion, which costs an estimated £300m annually, while aligning with the MCA's target to achieve net zero by 2030. The initiative focuses on improving connectivity, driving economic growth, and increasing accessibility to the railway.

#### The solution

In the last 18 months, collaboration between the MCA, local authorities, and the rail industry has delivered major improvements. Two new stations have opened at Portway Park and Ride and Ashley Down, alongside a new entrance at Bristol Temple Meads and accessibility upgrades at eight existing stations. Service enhancements have also been introduced on key routes, including the Severn Beach Line and links between Bristol, Gloucester, and Westbury.

#### The impact

The MetroWest initiative won 'Regional Initiative of the Year' at the 2025 Rail Business Awards, and has led to substantial improvements in rail services, accessibility, and economic development in the West of England region. Outcomes include:

- A 27% increase in passenger journeys on upgraded routes, an increase of 728,065 journeys compared to the baseline and 3,421,522 journeys overall.
- Portway Park and Ride generated 49,000 journeys in its first year, with 75% being new to rail.
- Ashley Down station supported 10,576 journeys in its first six weeks.
- Increasing confidence in rail travel has led to record-high assistance requests across the region.
- Accessibility improvements have benefitted 1.9 million passengers in 2023-24.
- The Eastern Entrance at Bristol Temple Meads has improved access to the Bristol Temple Quarter, which will facilitate the construction of 10,000 new homes and provide 22,000 jobs over the next 25 years.



#### Future projects, aims and measures

A ten-year rail investment plan has been developed to drive further connectivity, accessibility, and sustainability across the Central Region. Key initiatives include proposals for level access at stations and advancing the de-carbonisation of the West of England rail network. In addition, two transformative projects with national significance will deliver long-term social and economic benefits:

- **Reopening the Henbury Line:** Restoring this vital rail link, with new stations at North Filton and Henbury, will support 6,500 new homes and 30,000 jobs. North Filton's vast regeneration site includes a University Campus, student accommodation, employment space, and a 17,000-seat arena, creating opportunities for education, work, and culture.
- **Revitalising the Portishead Line:** This project will reconnect over 50,000 people with an hourly, 25-minute direct link to Bristol Temple Meads. The scenic route through the Avon Gorge will revive a line closed since 1964.

## Eastern Region - Increasing services to Gatwick Airport

### A collaborative approach to timetable improvement

#### The context

Gatwick Airport is one of the busiest airports in the UK, and one of the top ten busiest airports in Europe, creating large demand for sustainable surface access transport, including rail. Prior to December 2023, the GWR timetable for the North Downs Line, connecting Reading, Berkshire, Surrey and London Gatwick, saw some but not all services terminate at Gatwick Airport station, thereby not fully utilising the network to address our customers' needs.

#### The solution

In December 2023, GWR launched a seven-day two trains an hour service to Gatwick Airport, allowing us to better serve customers using the airport, as well as strengthening our offer to the diverse range of customers who use the line. Close engagement with Network Rail, including the Southern region, enabled GWR to call at Gatwick Airport station consistently throughout the day. London Gatwick provided some support, including funding, to help develop the service and promote the campaign which focused on the ease with which customers could now reach the airport.

#### The impact

100,000 additional journeys were made on the North Downs Line in 2024/25 following the timetable change. The success of this partnership between GWR, Network Rail, and London Gatwick has set a precedent for further collaboration, acting as a springboard to more shared working, including further timetable development. From May 2025, in response to feedback from Line of Route MPs, GWR introduced more late evening services to support Reading and Guildford's night-time economy. We hope to take this further to create an even better timetable that accommodates London Gatwick's early morning flights.

#### Future projects, aims and measures

GWR's East Region is progressing a range of strategic projects to support greener, more connected rail services. Key areas of focus include:

- **Green Trains for Growth:** Plans are underway to replace the region's ageing Class 165 diesel fleet, supporting a cleaner, more sustainable network. GWR is working closely with the Department for Transport, Network Rail, and local partners to develop the business case for investment.
- **Oxfordshire Rail Metro:** Proposals for a more integrated rail network in Oxfordshire are taking shape. Working alongside Oxfordshire County Council and district councils, the project includes service improvements, new stations, and targeted investment to deliver more frequent and reliable journeys across the county.
- **Improved Gatwick Airport links:** Enhancing direct connections to London Gatwick is a key ambition for the newly formed North Downs Partnership. This collaboration between GWR, Network Rail, Surrey County Council, and London Gatwick is driving forward timetable enhancements and exploring wider regional benefits.
- **Bespoke station investment:** Across the East Region, GWR is identifying opportunities to invest in station upgrades, tailored to meet the needs of local communities and future demand.



Stuart Wingate, London Gatwick; Cllr Matt Furniss, Surrey County Council, and Mark Hopwood, GWR Managing Director.



## Western Region – Integrated transport solutions

### Enhancing customer experience and sustainability through multi-modal travel

#### The context

In January 2024, the School of Geography, Earth and Environmental Science (SoGEES) at the University of Plymouth received funding from the Sustainable Earth Institute's Small Collaborative Awards Fund. The research aimed to explore integrated transport in rural Devon, where different travel modes - rail, buses, walking, and cycling - work together to increase sustainable travel to and from railway stations.

#### The solution

Breaking down the traditional boundaries between operators, GWR and Devon County Council piloted a series of interventions across four rail link bus routes, including coordinated timetables, joint promotion, and targeted investment in connectivity. The aim was to provide a seamless, unified transport network, regardless of ownership or mode. Passenger surveys and data analysis showed no 'transfer penalty,' indicating confidence in the service. Integration efforts, such as route branding, seamless connections, and plans for single QR/barcode tickets, helped normalise multi-modal travel and enhance the passenger experience.

#### The impact

All four routes experienced strong patronage growth, outperforming national trends in post-pandemic public transport recovery. Passengers increasingly viewed integrated journeys as standard, with improved access supporting reduced car dependency in rural areas. More broadly, the collaboration has created a best practice model for scalable, sustainable transport integration across the wider rail network and UK branch lines, demonstrating how targeted partnerships can deliver modal shift and help cut carbon emissions.



#### Future projects, aims and measures

GWR's Western Region will be delivering a series of transformative projects aimed at boosting connectivity, capacity, and convenience for communities across Cornwall and Devon. Key initiatives include:

- **Mid-Cornwall Metro:** In collaboration with Cornwall Council and Network Rail, GWR is developing a new direct, hourly coast-to-coast rail service connecting Newquay, St Austell, Truro, and Falmouth - four of Cornwall's largest urban areas. Once complete, over 50% of Cornwall's population will live within 10km of the route, significantly improving local access to rail travel and supporting more sustainable transport choices.
- **Okehampton Interchange:** Following the successful reopening of the Dartmoor Line, GWR is continuing to invest in Okehampton with a brand-new second station opening in 2026. Located just off the A30, the new site will offer 200 parking spaces and easy access for communities in North Cornwall and West Devon. It will be served by the same hourly train service, with plans to increase train length from two to three carriages to improve capacity and comfort along the route.

## Employment and apprenticeships



#### Employment

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

Employee 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 our 2024 staff Your Voice survey, 71% of respondents said that they would recommend GWR as a great place to work, a 10% increase on last year, while 78% said they enjoy their job, an 8% increase on last year. The overall survey response rate was 52%.

During the reporting period, we created a total of 223 job opportunities. Among these, 81 were individuals aged 16-24, 69 were over 50 years old, 71 were ethnic minorities (a 16.7% increase on last year), and 29 were located within the bottom decile of deprivation. 89.6% of our employees and apprentices are local, working within 25 miles of their home.

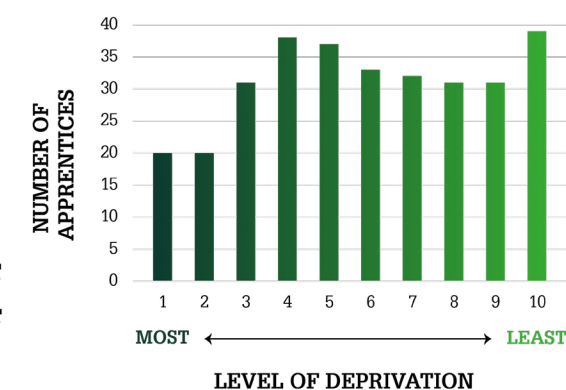
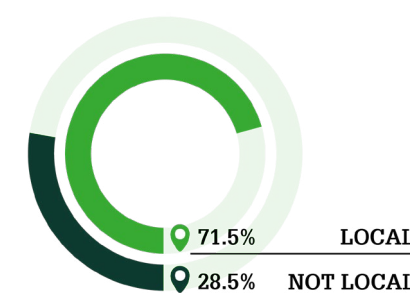
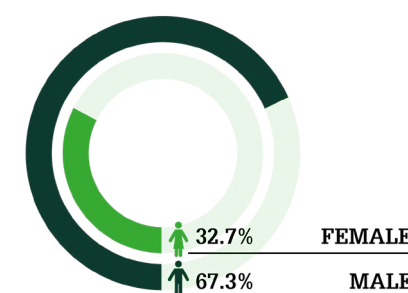


#### Apprenticeships

Our award-winning apprenticeship delivery remains as strong as ever. Spanning 2,000 miles of the network, we continue to strive to exceed expectations and evolve our provision to ensure it remains at the forefront of the industry. 4.4% of our colleagues are apprentices and of those, 71.5% live within a 25-mile radius of their workplace.

Our apprentice team is considered industry-leading, delivering 21 programmes at different levels (2-5), with 312 apprentices attending our rolling annual programme. Completion rates stand at a staggering 97.2%, against a national target of 67%, continually providing a pipeline of new talent for the industry, as well as upskilling our existing colleagues. GWR also delivers the Duke of Edinburgh's Business Gold programme to Customer Service and Engineering young apprentices.

The apprentice cohort at GWR became more diverse this year, with increased representation from young people, women, individuals previously not in employment, education or training (NEET), and those identifying as having a disability - rising from 8.86% to 9.8%. The proportion of apprentices from underrepresented groups also grew from 29.46% to 39.3%.



Compared with the last reporting period, we have maintained our percentage of apprentices from the most deprived areas<sup>3</sup> at 6.4%, working with King's Trust to actively target areas of social economic deprivation, and carrying out more career's events in these locations.

<sup>3</sup> Bottom 10% deprivation decile



## Industry-first apprenticeship

### GWR pioneers first ever fraud investigation apprenticeship

#### The context

Fraudulent travel on the railway is a significant issue, involving individuals who intentionally evade fares, use counterfeit tickets, or exploit loopholes in the ticketing system to travel without paying. This type of fraud costs the railway industry millions annually. In response to the growing complexity of fraud, GWR saw an opportunity to develop a formal training pathway - one that would not only strengthen our own approach but also help set a new industry standard for fraud investigation.



#### The solution

To address the challenge, GWR partnered with Exeter College and Kevin Forest, Head of Revenue Protection, to design rail's first ever fraud investigation apprenticeship programme. The collaboration focused on developing a curriculum that covered investigative techniques, interviewing and questioning skills, and analytical processes necessary for effective fraud detection. The programme, tailored to meet legal compliance standards, was tested with a pilot group of 10 apprentices in a 24-month Counter Fraud Investigator course at Level 4. The team worked closely to ensure the training programme was practical, relevant, and industry-focused, equipping participants with the expertise needed to tackle fraudulent travel head-on.

#### The impact

The fraud investigation apprenticeship has had a huge impact across the network, with apprentices producing exceptional results in identifying and tackling cases of repeat fraud. The success of the programme has been so impressive that the Treasury has now adopted the same model for use in other sectors. GWR's success has also caught the attention of the wider rail industry, with Kevin Forest taking on a leadership role at a national level to standardise fraud investigation training. Building on this success, GWR is now expanding the programme to create a clear career pathway in revenue protection, offering apprenticeships at levels 2 through to 5 to cover all aspects of the department.

**"I have thoroughly enjoyed this apprenticeship, it has built on my skill and knowledge level to not only help investigate fraudulent travel, but also educate our communities that we are working to secure the industry from people who wish to fraudulently travel."**

Joshua Clay, Revenue Protection Area Manager

#### Future projects, aims and measures

GWR is expanding its apprenticeship offer to strengthen career pathways and support future workforce needs. Within the next year, we plan to launch a new apprenticeship programme focused on specific job roles, for example, customer hosts. The idea is to match each job with a relevant apprenticeship i.e. all new customer hosts would be automatically enrolled on a Customer Service Specialist apprenticeship, potentially adding up to 50 apprentices annually. This means that they can learn and earn at the same time, gaining a nationally recognised qualification while developing the skills needed for the job.

In addition, we are developing an apprenticeship pathway to support progression, taking customer hosts on a journey through to train manager competency. This would act as an upskilling apprenticeship for the workforce, creating a further talent pipeline.

We will also continue to work with schools, colleges and our diverse contacts in local communities to broaden access, promote diversity, and inspire the next generation of rail professionals.





## Equality, diversity and inclusion

GWR celebrates diversity and is committed to creating an inclusive working environment that is representative of the communities we serve. Over the past 12 months we have focused on creating a more inclusive culture across GWR, including adjusting our recruitment activities to attract a more diverse workforce, promoting inclusion awareness, supporting outreach programmes, and providing formal training and progression opportunities for our employees.



Vicky and Sam, our Equity, Diversity and Inclusion Managers

### Recruitment

At GWR, our aim is to build a diverse and inclusive team that can better serve our customers and communities. We use specialist job boards to attract a wider range of candidates, promoting role models from underrepresented groups and providing documents in alternative formats to accommodate different needs. We also ensure that shortlists are split 50/50 by gender and include 20% ethnic minority candidates. We continue to ensure interview panels are diverse to reduce bias in the selection process and all hiring managers receive our new, revised, inclusive hiring training to help them identify the best candidates based on skills and experience.

Our efforts in the past few years demonstrate our success, with 26% of applications being women and 37% ethnically diverse colleagues leading to 33% of new hires being women and 14% ethnically diverse.

### Outreach

Our outreach programmes connect us with diverse community groups, and over the past year, we have partnered with various organisations to make a meaningful impact.

Notably, we have supported vulnerable women facing homelessness or fleeing abusive relationships through Llamau in Cardiff. Specifically, we funded an achievement folder for those who 'graduate' from the programme, an inclusive action to help level the playing field between school leavers who have gained their qualifications and Llamau's learners who are often NEET (Not in Education Employment or Training) and furthest away from the employment market.

We also partnered with Fair Shot Café in Covent Garden and Mencap to engage with young people living with mobility impairments or learning difficulties.

Through our collaboration with Future First, we have supported two schools to access careers support and resources, and we regularly support careers fairs in schools and colleges across our network, particularly in lower socio-economic areas, aiming to offer inspiration to under-represented young talent to consider a career in rail.



### Culture

GWR is committed to promoting an inclusive, diverse culture, and taking concrete steps to make this happen. We support our colleagues who run several internal staff network groups that promote inclusion, including Aspect (LGBTQ+), Ability, Christian Rail, FUTURE (early careers and future talent), REACH (Ethnicity) and Women in Rail.

In addition, GWR offers 'lunch and learns' covering a suite of inclusion themes such as Allyship, Anti-racism and Inclusive Culture and reverse mentoring programmes to provide opportunities for colleagues to gain an understanding of different cultures and perspectives.

This year, our Up, Forward and Accelerate career progression programmes have been further developed to be more inclusive. This means the range now includes women, ethnically diverse men and women, colleagues who identify as LGBTQIA, neurodiverse and those who live with a disability. In total, 39 colleagues have taken part this year.

The percentage of ethnic minority colleagues in leadership positions in GWR is 4.3% whilst the number of women in leadership positions is 25.5%.

### Bristol Pride

In Summer 2024, GWR proudly participated in Bristol Pride, marking the 15th anniversary of the event, with 75 colleagues joining the parade to show support for the LGBTQ+ community. GWR's volunteer LGBTQ+ inclusion network, Aspect, played a key role in organising the event, ensuring a visible and strong presence.

During the celebrations, GWR distributed popular bucket hats and other branded merchandise, adding excitement to the event and fostering a sense of unity. GWR's ongoing involvement in Pride events, including those in Exeter, Swansea, and Oxford, reinforces its dedication to creating a welcoming, inclusive environment for all.

## Read about the King's Trust Programme



### King's Trust

From 25 November to 6 December, GWR and Network Rail delivered a successful King's Trust 'Getting into Customer Services' programme at Paddington, where 11 young people (3 females, 10 from ethnically diverse backgrounds) shadowed teams from both organisations. REACH Employee Network leaders shared their experiences as women and leaders from ethnic minority backgrounds, providing further inspiration.

Despite challenges from storm-related disruption early on, the participants embraced the excitement of working at Paddington. They even achieved two additional qualifications - Level 2 Basic Food Hygiene and Emergency First Aid at Work.

Following interviews on 9 February 2025 for those interested in pursuing careers in the industry, four participants secured permanent roles at GWR, and two joined Network Rail's Talent pool.





# Babbasa

## Insight days

### The context

Babbasa is an outreach organisation, formed in 2010 by four young graduates who observed rising levels of youth unemployment, educational underachievement and the rapid decline in youth aspirations in Bristol's ethnically diverse inner-city communities. One of the challenges faced by these young people is the lack of exposure to career pathways in industries like rail, which often seem inaccessible. GWR sought to bridge this gap by offering hands-on experiences, helping them build confidence and knowledge about careers in the rail industry.

### The solution

On 14 November 2024 and 4 February 2025, two groups of young people spent the day at Bristol Temple Meads shadowing the stations and revenue teams, learning about careers and roles within GWR and the rail industry.

### Future projects, aims and impact

Looking ahead, we remain committed to fostering an inclusive and welcoming workplace while increasing diverse representation at all levels to better reflect the communities we serve.

We will continue to raise awareness and deepen our colleagues' understanding of inclusion, ensuring everyone feels empowered to be their authentic selves. As part of this commitment, we are working towards ambitious diversity targets, including increasing gender diversity and reaching an overall ethnicity target of 9.15% by 2028 - moving closer to the 10.4% benchmark that represents our communities.

Additionally, we plan to strengthen existing partnerships and build new relationships with outreach organisations. This will help us connect with underrepresented talent across our network, while providing work experience and employability skills training to young people and those who are unemployed.



## Find out what Babbasa does



The day was designed to be both informative and practical, including presentations on various roles within GWR and how to apply for jobs. The participants received guidance on CV writing and interview techniques, essential for entering the workforce. Throughout the day, colleagues from across the station, including former participants of the King's Trust programme, shared their personal stories and career journeys in the rail industry.

### The impact

10 young people gained first-hand insights and skills guidance, which gave them valuable inspiration and understanding of the various pathways in the sector. 75% of the young people attending said that the experience helped them to gain more knowledge about working in the industry, while 50% felt that the day had a positive effect on their confidence. 75% also expressed an interest in attending future events or opportunities with GWR.





3.0

Health, training  
and skills

- Training and skills
- Safety and security
- Health and wellbeing
- 
- 
-



## Training and skills



Apprenticeship train

### Colleague development

Our approach to skills and training is focused on creating inclusive, meaningful development opportunities for colleagues at all levels. From apprenticeships and professional qualifications to leadership programmes and mentoring, we're helping our people grow in their roles and build long-term careers within the rail industry.

Over the reporting period, GWR delivered 518,604 hours of workplace training and supported 6,783 individuals to complete non-accredited training courses. We also supported 11 young adults through The King's Trust, offering career mentoring, mock interviews, CV support, and practical careers guidance.

Mentoring continues to be a key element of our development offer, with 256 active mentoring relationships last year across our operational, alliance, and apprentice programmes. This year we have been using a new platform to help capture the mentoring process. We are particularly focused on supporting under-represented groups and have continued to expand development programmes designed to help colleagues progress into their first management, senior leadership, or 'head of' roles, helping our workforce better reflect the communities we serve.

### Pathways for progress

#### Development opportunities for under-represented groups

##### The context

In 2017, GWR recognised the need to improve diversity across the organisation, particularly at management and senior leadership levels. Women and colleagues from under-represented groups were significantly less likely to apply for higher-paying roles or progress into leadership. We therefore aimed to ensure our workforce better reflected the communities we serve.

##### The solution

GWR introduced a tailored suite of development programmes designed to support colleagues from under-represented backgrounds in progressing their careers. The initiative focuses on three key stages: preparing individuals for their first people manager role, supporting progression to 'head of' level, and enabling the transition into senior leadership. The programmes offer mentoring, skills development, and structured guidance to help individuals take their next career step with confidence.

##### The impact

Since launching, around 200 colleagues have taken part, with 30-53% securing a new role shortly after completing the programme. Feedback from participants is consistently positive, and the programme has helped GWR make measurable progress towards its equality, diversity, and inclusion (EDI) targets. Representation at management level is improving, and the organisation is continuing to embed inclusive development opportunities across its workforce.



**"The development programme has provided useful insights into my strategic strengths and areas for development... The skills and information**

**I learned allows me to pay it forward to other women within the business."**

Claire Weston, Head of Drivers



**"I discovered valuable insights regarding the various factors that influence career development. One of the most significant areas**

**was the importance of networking. I learned that building meaningful relationships within my industry can open doors to new opportunities and provide essential support."**

Jenny Nansuga, Aspire Driver Manager



**"The development programme boosted my confidence, improved my time management and how I managed my aspirations. It has enhanced**

**my ability to develop even further, having just completed the Aspire Operations Management Apprenticeship."**

Alphonse Prierra, Aspire Operations Management Apprentice

### Supporting schools and colleges

Our approach to supporting schools and colleges is providing young people with exciting opportunities for development, work experience and qualifications within the rail sector. It is also 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, which helps us connect with young people and their families. We also maintain outreach programmes with local not-for-profit organisations to actively reach out to diverse communities and those from disadvantaged backgrounds. For example, GWR has supported 4,550 young people through Junior Life Skills and Prison Me No Way.<sup>4</sup> We also support the Junior Citizens Trust programme in Oxford, a group consisting of various local authorities, commercial, and charitable organisations that work together to teach children how to be safe.



<sup>4</sup> Providers located within the two most deprived quintiles of the Index of Multiple Deprivation



## Work experience

### Building stronger relationships with local schools

#### The context

While young people don't always have the chance to explore careers in the railway sector, there is strong potential to raise awareness of the wide range of roles it offers. GWR saw an opportunity to work more closely with schools to offer flexible, meaningful placements - helping students gain real insight into the industry while strengthening links between education and the world of work.

#### The solution

GWR has developed a work experience programme focused on relationship-building with schools. The programme offers students a structured, five-day experience at five engineering depots, where they rotate through different departments such as maintenance, stores, and cleaning teams. Before the placement, students attend an introductory session where they are measured for personal protective equipment and briefed on the roles and responsibilities they will explore. Throughout the

week, they gain insight into the day-to-day running of the railway, supported by staff from across the business. Teachers are often invited to visit during the placement, which helps build trust and deepen GWR's partnerships with schools. The programme operates across five engineering depots, making it accessible to a wide range of students. Over the past year, 35 students have taken part, gaining hands-on experience and a better understanding of the sector.

#### The impact

The work experience programme has significantly strengthened GWR's relationships with local schools, becoming a trusted opportunity for students. To date, 169 days of work experience have been delivered, impacting 35 students. The programme has proven to be a success in fostering career progression, with two students already transitioning into apprenticeship roles at GWR. The initiative continues to grow, with more schools expressing interest in future placements and further strengthening GWR's connections within the community.

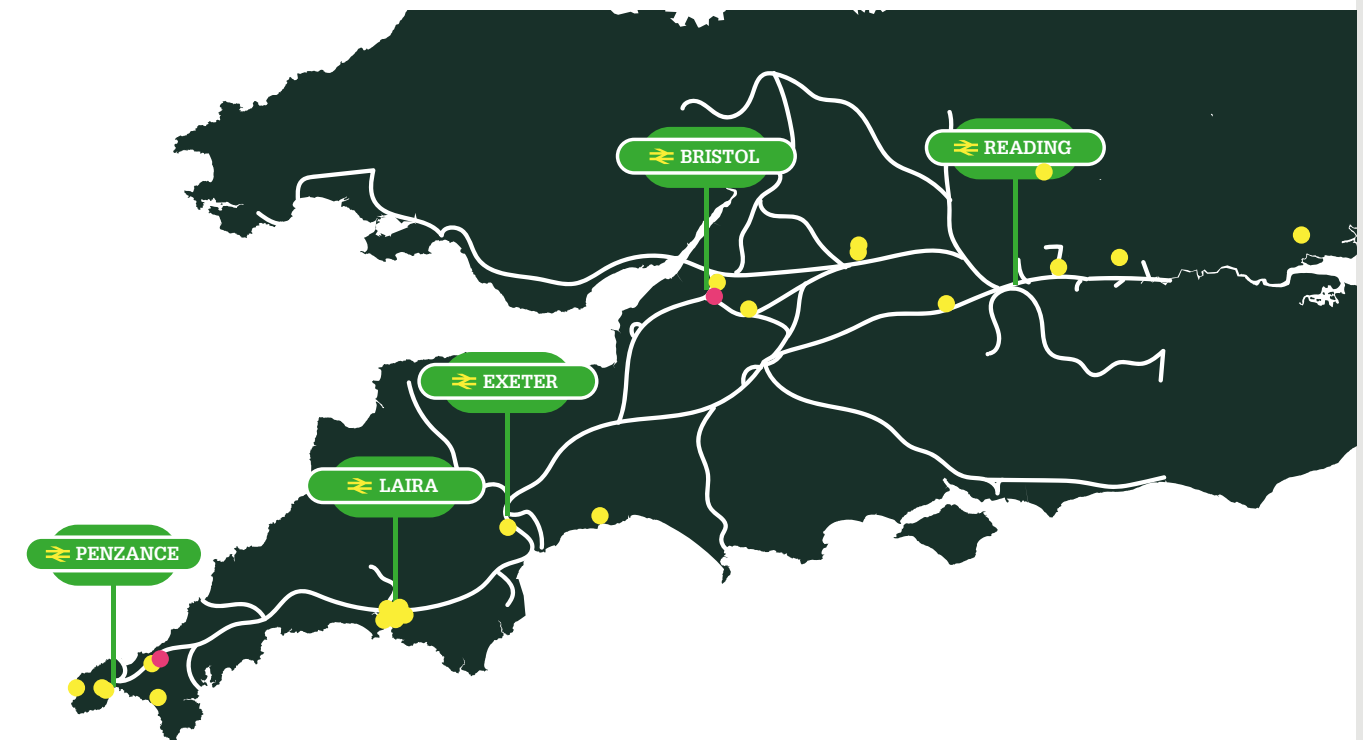
#### Future projects, aims and impact

GWR's future training strategy focuses on strengthening leadership and management capabilities to equip our people with the skills to lead a diverse workforce, manage change effectively, and sustain high-performing teams that consistently deliver for customers and the business. This investment will support a smooth transition into the public sector, targeted for November 2026.

We will also roll out the next phase of our customer experience training - Great Experience Makers (GEMs) - prioritising colleagues in customer-facing roles to further enhance service quality. Additionally, we will reinforce our commitment to inclusion through targeted Disability and Equality training, ensuring all colleagues are empowered to provide accessible, respectful, and inclusive experiences.

Building on the success of the current work experience offer, GWR is exploring new ways to strengthen links between education and industry. One key ambition is to launch a 'Teachers in Residence' programme - an initiative designed to bring educators into depots and workplaces to experience the modern rail industry first-hand. This would help teachers stay informed about the latest trends, skills, and technologies, so they can better support their students' career choices and embed real-world insight into the classroom. To make this possible, collaboration will be needed from both schools and GWR teams, including time, coordination, and shared planning to shape meaningful, curriculum-aligned experiences.

## Engineering work experience



**26** schools **35** students **169** days of work experience

#### KEY



Engineering depots hosting work experience students



Schools engaged



Schools engaged located within the highest areas of deprivation (top 20%)



## Safety and security

### Safety

Safety is a core focus for GWR, and we are committed to keeping our railway the safest in Europe. In the reporting period we have achieved zero fatalities across the network. With an increase in elderly, vulnerable and leisure customers, GWR continues to reinforce the right conduct through our behavioural safety campaign “BeSafe” and continue to cascade our Golden Rules safety communications throughout the business.

### Future projects, aims and impact

For the coming year, our focus will be on reducing slips, trips, and falls by improving property management with Network Rail and addressing human factors through better communication and culture. We will strengthen security by increasing engagement with British Transport Police, conducting covert security tests, and delivering safeguarding events. Building on improvements in operational incidents, we will target further reductions in red signal risks, incorrect door releases, and train movements in depots. Key aims also include enhancing our risk management processes, improving fatigue management, and continuing close collaboration with Network Rail through the Alliance joint safety plan.

Accidents involving vulnerable customers, particularly adults aged 60+, remain a concern, mainly on stairs, escalators, and when boarding or alighting trains. To tackle this, GWR will deliver station colleague training, increase PA announcements, collaborate with external organisations, and run at least one customer-focused safety campaign during peak seasons.



### Read about how Samaritans can help



Samaritans volunteers

### Security

93% 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.

Currently, two thirds of operational colleagues are trained to intervene to prevent harm - reflecting our strong focus on upskilling through partnerships and specialist training. Many have attended Samaritans courses, completed safeguarding refresher training, and undertaken Railway Children e-learning, helping them to identify and support those at risk. In the period, our staff have intervened 509 times to prevent harm, including 53 suicide interventions.



### Making networks safer for vulnerable children



# Safeguarding futures

A multi-agency response to transforming youth behaviour



## The context

In the lead-up to the 2024 school summer holidays, GWR noticed instances of low-level antisocial behaviour from a group of early-teen children. This behaviour soon escalated to more dangerous actions, including risk-taking, verbal abuse, and trespassing on the railway. The issues had originated within the nearby local community, affecting both public safety and the wellbeing of community members. It was therefore vital to address the situation promptly to prevent harm to the children involved, GWR colleagues, passengers, and local residents.

## The solution

GWR analysed reported incidents involving the young people to identify patterns, such as specific days and particular trains they chose to travel on. Supported by the Railway Children charity, we conducted a contextual safeguarding process to better understand the issues and determine how we could address them in the short, medium and long term.

This collaborative effort, alongside the police and key partners both within and outside of the railway, allowed for the sharing of resources and information to bring about a collective change for the young people involved and the communities affected.

One aspect of the work was to go into the affected communities as a united team to offer support and reassurance to members of the public using the stations and showcase a range of community initiatives in the area and how they can be accessed.

## The impact

Alongside Network Rail, Railway Children and British Transport Police (BTP), GWR has engaged with many agencies, schools, young people, charities and organisations. Through this engagement, we have created plans for long-term collaboration in this location, as well as developing a framework for other areas across the network to proactively manage issues like this, before they evolve into railway safety concerns.

## Future projects, aims and impact

GWR’s multi-agency safeguarding intervention marks the beginning of a long-term, collaborative approach to tackling youth-related antisocial behaviour and safeguarding vulnerable people on the railway. Our aim is to evolve this work into a repeatable framework that enables early intervention and proactive management of similar issues across the GWR network.

Going forward, we will continue to build strong relationships with schools, community organisations, and safeguarding partners - expanding our programme of school visits, one-to-one conversations, and safety education. Alongside Railway Children and other partners, we will develop and share best practice, ensuring that what began as a localised response can be embedded as a multi-agency model that protects and empowers young people, both on and beyond the railway.

“Our partnership with GWR has been truly transformative for the school and, most importantly, for our young people. What began as a deep concern for their safety on trains, has evolved into a powerful collaboration that is making a real difference. Their understanding, commitment, and willingness to work alongside us in a way that truly meets our students’ needs has been incredible. Looking ahead, we are excited to explore work experience opportunities and even adopt a station, opening doors for our young people that they may never have thought possible.”

Representative from school attended by children involved in unsafe behaviour

Bringing everyone together has provided the opportunity for introductions between many organisations who, without this collaborative working, may never have met.

Our collaborative efforts have had a particularly significant effect on the school affected, with staff highlighting the positive changes in both student safety and the opportunities now accessible to them.



## Health and wellbeing



### Interventions

Working in the rail industry involves shift patterns, demanding time frames, challenging work conditions, and exposure to potentially distressing events. It is therefore fundamental that we support our workforce's mental health. Our Wellbeing Taskforce brings together colleagues from across the network and from different functions to share best practices and ideas. Together, we've hosted over 100 community health, wellbeing and welfare projects or interventions during the reporting period.

We use the Assessbook GWR learning portal to support our Mental Health First Aider training programme and REACTMH training, which is a way to open the door to having a meaningful, wellbeing-focused conversation with the aim of helping someone improve their mental health. As of 31 March 2025, GWR had 90 Wellbeing Champions, 2 Co-Chairs, 5 Lead Wellbeing Champions, and 107 Health First Aiders. We are supported by Wellbeing Support Managers in Stations and the On Train Safety Improvement Group Wellbeing Project.

This year, 75 colleagues participated in our annual wellbeing conference, which we proudly hosted in partnership with Network Rail. We also monitor and aim to improve employee attendance by implementing in-house Occupational Health and Wellbeing programmes.



### Strategy

GWR's first-ever Wellbeing Strategy and Action Plan marks a significant step in placing colleague wellbeing at the heart of our culture. Focused on empowering individuals to make positive choices for their health, the strategy goes beyond traditional approaches, using data-driven insights to target physical, psychological, and social wellbeing. Through enhanced metrics, dynamic dashboards, and regular surveys, we are building a clear understanding of the factors that impact wellbeing and shaping tailored interventions in response.

In 2025, we are benchmarking progress, reviewing policies, aligning benefits, and strengthening partnerships, including with Network Rail, to amplify our efforts. A suite of robust evaluation methods - from survey feedback to absence rates - will help us measure impact and continuously improve. This joined-up approach reflects our long-term commitment to building a healthier, more engaged, and resilient workforce.

## Trauma Risk Management (TRiM)

### Addressing trauma in the workplace

#### The context

Railway colleagues frequently face high-pressure situations, from operational stress to traumatic incidents. These experiences can negatively impact their mental health, performance, and overall wellbeing. GWR recognised the need for a proactive system to support staff in managing the emotional toll of such events, ensuring they remain operationally effective and mentally supported.

#### The solution

To address this, GWR is piloting the Trauma Risk Management (TRiM) programme. TRiM offers a peer-led support system that provides early identification of staff at risk, risk assessments, and ongoing follow-up support after traumatic events. The programme aims to provide staff with the emotional support they need while ensuring they are operationally effective. Running the pilot will help to identify the most effective methods for broader implementation.

#### The impact

The TRiM pilot will help reduce stigma around mental health, identify staff who may need further support, and create a more supportive work environment. By the end of the trial, GWR aims to have a proven model for supporting staff that can be rolled out nationwide, ensuring that all employees are supported during and after challenging events.

### Future projects, aims and impact

In years two and three of our Wellbeing Action Plan, GWR will deepen its commitment to wellbeing by using data to inform decision-making across all operational areas. We will continue to track and analyse a wide range of metrics, including care plans, managing health for attendance support, health surveillance, grievances, and feedback, ensuring interventions remain responsive and relevant. By accessing data across all directorates and collaborating closely with trades unions, we aim to drive targeted, impactful action. We'll also assess the long-term impacts of the COVID-19 pandemic on our people and develop strategies to address emerging needs.

Looking ahead, we will benchmark progress, evaluate outcomes, particularly those linked to the TRiM programme, and refine our approach using real-time insights. Our goal is a sustainable, evidence-led wellbeing culture that is both proactive and resilient.



### Brew Monday travelling teacup

GWR and Network Rail teamed up with Samaritans to encourage customers and colleagues to take a moment for a cuppa and a chat on Brew Monday. The suicide prevention charity has long campaigned to challenge the notion that the third Monday in January is especially difficult, as this idea can prevent people from reaching out for the support they need.

To bring attention to the importance of human connection, a giant 6.5ft teacup travelled across the GWR network, making stops at key locations. At each stop, Samaritans volunteers were available to have conversations with passengers, offering a friendly space for anyone who wanted to talk.



# Supply chain 4.0

Supply chain resilience and capacity





## Supply chain resilience and capacity

GWR’s commitment to sustainable procurement continues to drive meaningful change across all areas of social value in our supply chain. This year, we have focused on strengthening collaboration with our existing Property Small and Medium-sized Enterprises (SME) supply chain, exploring new ways to drive improvements and innovation. A key milestone in this effort was our Supplier Conference, bringing together partners to share insights and shape future ways of working.

We have also made further progress in supplier diversity and assurance, with over 208 suppliers now registered with Achilles (a system used to monitor and assess supply chain risk) and 78 providing sustainability metrics. These developments enhance transparency, accountability, and the overall sustainability of our procurement practices.

GWR remains strongly committed to supporting small and medium businesses, which are an integral part of our supply chain and help drive local economic growth and employment. In the reporting period, our staff invested 72 hours in supplier engagement events and our spend with SMEs reached £50.62m, reinforcing our dedication to working with smaller businesses and driving positive regional impact.



## Sustainable laundry solutions

Improving efficiency, reducing emissions, and supporting local jobs

### The context

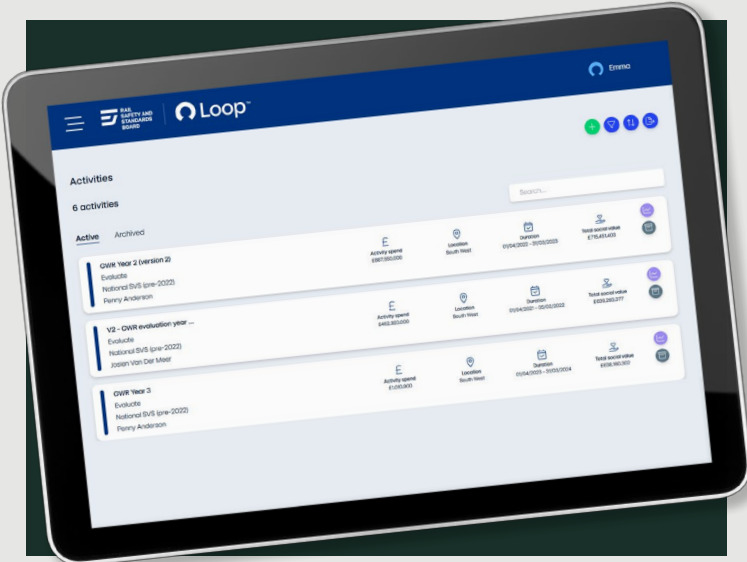
GWR recognised an opportunity to improve the efficiency and sustainability of its laundry services. The existing arrangements had been in place for over five years, and there was limited direct engagement between the five engineering depots and the local laundry service centres. This presented a chance to enhance service levels, strengthen collaboration, and drive environmental benefits.

### The solution

GWR worked closely with engineering teams, suppliers, and trades unions to review requirements and undertake a procurement exercise. A refreshed scope of works was collaboratively developed, increasing the level of service and expanding the range of covered items, including reusable cleaning materials such as microfibre cloths and engineering rags.

### The impact

Following the successful completion of the exercise, GWR secured a new agreement that supports investment and local employment opportunities. By consolidating from three providers to one, we have streamlined our operations, reducing the number of engineering depot visits and cutting carbon emissions. Expanding the range of items to include reusable cleaning materials has also contributed to a reduction in waste from single-use products. In addition, the introduction of a digital portal has further improved cost management and ordering efficiency, supporting both financial and environmental sustainability.



### Future projects, aims and impact

Over the coming year, the GWR Procurement Team will enhance supplier engagement through a series of activities, including Pre-Market Engagement days and a dedicated Supplier Event. A key priority will be the review and refinement of our Sustainable Procurement Strategy, supported by an assessment against the ISO 20400 international standard to ensure alignment.

Strengthening relationships with SMEs remains central to our approach, promoting inclusivity and diversity within our supply chain. In addition, we will explore the use of RSSB’s Rail Social Value Tool (RSVT) to support data-driven decision-making and monitor sustainability and social value outcomes. This will enable greater transparency and collaboration across the supply chain, in line with our broader Supplier Relationship and Contract Management objectives.

**“By working closely with stakeholders and suppliers, GWR is integrating sustainability into our procurement strategies and supply chain practices, ensuring that our approach not only enhances efficiency but also delivers meaningful, lasting benefits for our business, our customers, and the wider community.”**

Julie Paget, Head of Procurement, GWR



5.0

Community

- Community and charity
- Stakeholder engagement  
and customers
- Rail accessibility
- 
- 
-



# Community and charity

From the incredible work of Community Rail Partnerships to our Customer and Community Improvement Fund — which last year invested £723,049 in local projects — we are supporting customers, charities, community groups, and voluntary organisations to deliver benefits in the communities we serve.



## Fundraising and charitable giving

Our culture of giving back, engaging colleagues, and making a positive social impact is demonstrated through our colleague engagement in Payroll Giving, which allows our staff to give monthly to charity, tax-free. This year the percentage of GWR colleagues donating via payroll giving was 7.17%, collectively donating £57,721.78 to charity. In 2025 we gained a five star Payroll Giving Accreditation to reflect our commitment to promoting the Payroll Giving Scheme and achieved the Payroll Giving Silver Award.

GWR also match funds any staff fundraising up to £200 per colleague per financial year. This year,

we paid £11,025 in match funding directly to registered charities, as well as donating £28,424 of lost money found on the network to charity.

Our customers are also hugely generous in giving back. Delay Repay provides compensation for customers who have been delayed by 15 minutes or more. This compensation would usually be refunded back to the customer following their application. However, customers can choose instead to divert the funds directly to Samaritans and Railway Children. During the reporting period, a total of £78,101.40 was donated by our customers.

## Community Rail Partnerships

Community Rail Partnerships (CRPs) bring together local groups and stakeholder partners along railway lines to deliver a range of community engagement and promotional activities. All 11 of the partnerships GWR work with are delivering amazing change, whether this is the award-winning Winter Warmer project run by Reading Basingstoke CRP, or the groundbreaking introduction of a digital local Railcard in Devon and Cornwall. This is the sort of innovation and connectivity that has driven the railway through the last 200 years. Community Rail totally embodies that spirit, and the CRPs GWR work with are nationally recognised and making a real difference in the communities we serve. All new CRP and CRP Rail Education Officers are offered GWR courses such as introduction to sign language, first aid and disability awareness training. In the reporting period, 4 people attended courses at no cost to themselves.



Cllr Andrea Davis, Peninsula Transport, helps launch the new digital Devon and Cornwall Railcard with Richard Burningham of Devon and Cornwall Rail Partnership and David Whiteway, GWR Regional Development Manager West.

## Station adoption

GWR now has 368 station volunteers spread over 98 station adoption groups. Station volunteers have donated over 11,000 hours to their local station participating in activities such as gardening, planter upkeep and litter picking. Station volunteers provide the extra sparkle that grows our business and makes our communities shine.





# Journey Tales

An immersive storytelling experience

## The context

Many young people face significant personal challenges when using public transport. This includes those who are new to travelling alone, young carers, refugees, and those at risk of being exploited or drawn into criminal activity, such as county lines. These young people often lack the knowledge and confidence to navigate the railway safely, making them vulnerable to accidents, exploitation, and antisocial behaviour. For some, railway stations are intimidating spaces where they can feel lost or unsafe, especially without a trusted adult. The challenge was to find a way to equip young people with the skills, confidence, and awareness they need to travel responsibly, ensuring they can access support when needed and reduce the risks associated with train travel.

## The solution

Funded by the GWR Customer and Community Improvement Fund, Journey Tales is a creative project designed to educate young people about rail safety using theatre and the arts. By combining interactive performances, workshops, and real-world experiences, the programme helped young people understand when to seek help, how to stay safe, and how to travel responsibly, all while building their confidence in using public transport. The creative approach used audio headsets, puzzle books and acting to make safety lessons feel like an adventure, moving between seated activities, games, and learning out in the environment, which kept even typically disengaged young people involved and interested. Crimestoppers played a key role in early discussions with local police, Network Rail, GWR, and town councils to address the growing issue of youth-related antisocial behaviour on the rail network. These discussions helped to shape the programme, ensuring it addressed real local challenges and connected young people to support networks.

**“From that last group the teachers were both saying they had never seen one boy so engaged. They told me at school he runs away, climbs on things, and doesn’t want to come to school. They had no idea that he likes trains and has a GWR stamp book. He sat very calmly on the train and did the crossword, chatted to us, and engaged really well with all the activities.”**

Facilitator



Watch the video here

## The impact

Through the intervention, the project was able to reach many vulnerable students from disadvantaged backgrounds. 51% had Special Educational Needs and Disabilities (SEND), 46% had low academic attainment, 43% struggled with low self-esteem, while 18% were affected by mental health issues. The project had a significant positive impact. 96.6% of students reported enjoying the programme, and the same percentage felt confident they would know who to ask for help if they encountered something unsafe. Beyond improving students’ confidence and safety knowledge, the initiative contributed to wider efforts to address antisocial behaviour on the railway, thanks to the collaborative approach with local stakeholders.

## Future projects, aims and impact

Looking ahead, we will continue to deliver against our community and outreach priorities with a focus on long-term impact, partnership working and rail safety.

One of the key initiatives for 2025 is Railway 200 - a nationwide, year-long campaign celebrating the 200th anniversary of the modern railway since the opening of the Stockton and Darlington Railway in 1825. The campaign will spotlight the railway’s remarkable past, present and role in a sustainable future. As part of this, we will support and deliver projects that showcase how rail continues to shape national life and inspire the next generation to consider careers in the sector.

To align with this, the 2025/26 Customer and Community Improvement Fund will prioritise projects connected to Railway 200, and we will encourage involvement from community rail partnerships, education providers and local groups across our network.

We will also continue to support the Station Adoption Fund, publish an end-of-year report to the Department for Transport on Community Rail activities, and build on our existing outreach work with partners including Crimestoppers, Network Rail, GBR and others. Across all of this, we remain committed to deepening collaboration, aligning efforts across agencies, and ensuring the benefits of rail investment are shared widely across the communities we serve.

**“The children had a fantastic experience on the train and this real-life, hands-on learning meant they were engaged throughout. The staff involved were kind, caring, knowledgeable and enthusiastic.”**

Teacher



# Stakeholder engagement and customers

## Stakeholders and customers

GWR holds a database of 4,131 stakeholders. With such a large network and wide array of partners and stakeholders, we work hard to build strong regional relationships. In the reporting period, 2,500 stakeholders attended GWR consultation and engagement events.

GWR helps more than 80 million passengers reach their destination every year, operating 199 stations and serving South Wales, the Cotswolds, London and the South West. 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, and we have a dedicated team of Regional Growth Managers who work with stakeholders to develop plans and find funding for joint projects.

## Feedback and communication

The data for this report has been collected during a year of significant disruption to services, primarily due to Network Rail infrastructure failures, flooding and weather-related delays, as well as issues around crew availability, particularly on Sundays.

GWR has continued to promote clear and open channels of communication, encouraging regular feedback through surveys, social media and customer service channels, taking on board suggestions for improvements.

At least two in five (43%) stakeholders feel that GWR’s information provision during periods of disruption has improved in 2024. 70% of stakeholders say they trust the information they receive from GWR, up two percentage points on the previous year.

Compared with last year, there was a 23.9% decrease in complaints per journey from 2023/24 to 2024/25 and we resolved 96.9% of all complaints within 20 working days of being received. The proportion of stakeholders who rated their interactions with GWR as good or very good in 2024 was 74%, and 70% of people agreed that GWR is committed to delivering the best quality service to passengers. Both these ratings have been maintained from 2022.

In the reporting period we’ve received 489 communications of positive feedback - a drop-off from last year but reflecting two election periods (local and General elections) where generally our activity with stakeholders was reduced.

## Key priority areas for GWR over the next five years:

Capacity of the services overtook to become the top priority area in this year:			
<div>Capacity of services</div> <div>Stakeholders are concerned over the capacity of GWR services and feel they have been getting worse.</div> <div></div>	<div>Reliability of services</div> <div>Stakeholders want GWR to resolve the issues over the reliability of services over the next five years.</div> <div></div>	<div>Fare &amp; ticketing structure</div> <div>Stakeholders want GWR to continue to make their services more affordable, with a simpler fares system.</div> <div></div>	<div>Frequency and connections of services</div> <div>Stakeholders desired for more frequent services, especially in some remote areas. This is consistent with how they see train as a medium to connect economic activities.</div> <div></div>
<div>“Capacity. Wifi. Keep service and facilities up.” <b>MP</b></div> <div>“To prioritise dealing with overcrowded trains by matching seats available to number of tickets sold.” <b>Council Officer</b></div> <div>“Provision of sufficient level of capacity for the current and predicted customer demand and a review of the on train customer experience.” <b>P&amp;C</b></div>	<div>“A relentless focus on delivering a punctual service, a ‘boringly reliable railway.’” <b>P&amp;C</b></div> <div>“Reliable, safe service at a fair price.” <b>Rail Group</b></div> <div>“Punctuality, reliability, better decision making in times of disruption.” <b>P&amp;C</b></div> <div>“Keeping to its timetable, fixing the personnel issues, providing capacity in its rolling stock, and fundamentally – reliability.” <b>Peer</b></div>	<div>“Improve punctuality, make fares more cost effective.” <b>MS</b></div> <div>“Simpler ticket system.” <b>MS</b></div> <div>“Keeping rail travel affordable. So often it is still cheaper to go by car especially for one person.” <b>Councillor</b></div> <div>“Deliver value for money for customers.” <b>MP</b></div> <div>“Watch fares policies, to be competitive with other forms of travel.” <b>P&amp;C</b></div>	<div>“More affordable trains. More trains at peak commuting times.” <b>Business</b></div> <div>“Increase capacity and frequency. Make all stations accessible.” <b>Councillor</b></div> <div>“Improve the frequency and connectivity on the trains and engaging more with the marginalised communities.” <b>Business</b></div> <div>“Recruiting and training sufficient train crew - especially drivers - to operate more timetable.” <b>Peer</b></div>



# Refreshing the Turbo Fleet

57 trains transformed to enhance customer experience



## Future projects, aims and impact

Over the next five years, GWR is focused on delivering improvements that reflect the priorities of our stakeholders and customers. This year, we’ve revealed exciting news to help resilience across our network by announcing that 26 Class 175 trains will be joining our fleet. This will also ultimately lead to the removal of our oldest and least efficient diesel trains, which have become more expensive to maintain as spare parts become more difficult to find on the open market. Improving the reliability of services remains a core aim, with continued efforts alongside Network Rail to enhance punctuality and public confidence. As we approach public ownership, our commitment to demonstrating the value of rail both socially and economically remains paramount. We continue our partnership working with third parties to bring forward new stations and services, as well as improving our existing network. These priorities guide GWR’s commitment to a more accessible, dependable, and customer-focused rail network.

## The context

GWR’s regional and suburban train fleet serves thousands of passengers daily, operating across key routes between Cardiff, Portsmouth, Exeter, Oxford, and Thames Valley branch lines. While these trains remained reliable, their interiors had aged over time, requiring modernisation to maintain comfort and quality. The challenge was to enhance the customer experience with a full interior refresh - improving aesthetics, durability, and accessibility - while ensuring minimal disruption to service. Each unit needed to be refurbished within a tight four-to-five-week window to keep the fleet in operation.

## The solution

In September 2024, GWR completed a three-year, £10m refurbishment programme to upgrade its Class 165/166 Turbo fleet. The project, delivered in partnership with Angel Trains and Gemini Rail Services, involved a full interior refresh of 57 trains. Seats were repaired and reupholstered, floor coverings replaced, and all surfaces repainted or deep cleaned. Interior panels, luggage racks, bulkheads, and under-seat areas were refinished, while new labels and signage ensured consistency. Eight Class 166 units also received GWR’s green livery, bringing them in line with the rest of the fleet.

## The impact

The refurbishment has significantly improved the journey experience for passengers, creating a fresher and more comfortable environment. The investment reinforces GWR’s commitment to continuous improvement, ensuring modern and reliable services for customers.



## Rail accessibility

GWR is responsible for providing easy and convenient mobility, so the railway can be accessed and used by as many people as possible, regardless of age, gender and disability.

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 improved walking routes, increased car parking at key locations and investing in bike storage facilities. In the reporting period, GWR conducted 72 Diversity Impact Assessments and spent £600,000 on new inclusive design features. This included introducing lifts at Theale and Farnborough North stations making them fully accessible for the first time. To

**“Thank you so much for today. We really had a brilliant time with you. It was an engaging session and your lovely dog really took the edge of the anxiety that our students experienced. Our trip in Exeter was also positive. We found the staff on the train, on our return trip, also very considerate and it made for a very pleasant day. Thanks again! I’ll probably be in touch same time next year!!”**

Try the Train group



**Find out how Passenger Assist works with GWR**

ensure our services are accessible to all, our fleet has been modified to comply with ‘Persons of Reduced Mobility National Technical Specification for Interoperability’ (NTSN PRM), working with manufacturers to ensure new trains provide the best accessibility for customers.

We also offer a Passenger Assist service to those who require help to get on and off the train or while moving around stations. In the reporting period, 91% of those asked were satisfied with this service, a 3% increase from last year.

Currently, 34.4% of GWR stations are considered completely step-free (Office of Rail and Road category A stations). This has increased from last year due to making Theale and Farnborough North fully accessible, as well as adding Ashley Down to the network, which is a fully accessible station. Many of our other stations do have a degree of step-free access; however, we are working to make minor infrastructure enhancements to improve accessibility for our customers. We also contribute to the Rail Delivery Group accessibility network map to help passengers understand which journeys are best for them.

This year, 763 GWR colleagues attended CPD accredited disability equality training as part of their induction, including 34 apprentices.

In addition, we’ve been working with the local community, 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 5,134 people to use the rail network, through our ‘Try a Train’ initiative, an increase of 1,396 compared with last year. We have also supported 312,795 people to travel through Passenger Assistance, an increase of 62,562 on last year.

**“I’ve always enjoyed writing and poetry and was inspired to write the book after attending one of the ‘Try a Train’ sessions GWR puts on to give people more confidence travelling on the railway.”**

Carys Thomas

### Rupee and Sushi: Making Train Travel Accessible for All

Rupee, a dog well known for her role as an accessibility volunteer with GWR, helped launch Rupee and Sushi Travel By Train, a book aimed at easing the nerves of first-time train travellers. The book, written by GWR’s Carys Thomas, follows her rescue dogs Rupee and Sushi on a rail journey, guiding readers through scenarios including ticketing, boarding, and arrival.

The book was launched at Yatton station with Rupee greeting visitors, offering comfort to nervous travellers. Supported by community rail partnerships and funded by GWR, Transport for Wales, Avanti West Coast, and Transreport, the book provides an accessible, friendly introduction to train travel.



gwr\_rupee



**Try a Train with our accessibility volunteers**





## Welcome points

### Enhancing station accessibility for disabled customers

#### The context

Passengers with disabilities often face difficulties locating staff members at railway stations, with many needing assistance with ticket purchasing, travel advice, or help during their journey. However, due to their many duties, railway colleagues are frequently spread across the station, making it challenging for customers to find the support they require.

#### The solution

GWR, in collaboration with the Rail Delivery Group, trialled 'Welcome Points' at 8 stations in Bristol Parkway, Gloucester, Castle Cary, Teignmouth, Liskeard, St Erth, Kemble and Stroud. These large, clearly identifiable points provide a focal point that customers can easily recognise as a place to go for assistance and information when they arrive at a station. The trial includes three different types of Welcome Points, each incorporating various technologies and accessible features, such as BSL translation, Bluetooth, and braille. A unique feature of the Welcome Point is the ability for passengers to call assistance from staff who may be in a different part of the station, or at a remote location.

#### The impact

The trial, which ran from January to March 2025, has yet to undergo a full review. However, early data shows that the Welcome Points are being used regularly by customers. In the first few weeks, over 2,200 interactions were recorded across the eight trial stations, indicating positive engagement with the new system. The trial will identify the features, branding and location that work most effectively for disabled passengers, all of which will be incorporated into a single model that will be proposed for a national roll out.



#### Future projects, aims and impact

GWR is continuing its long-term commitment to accessible rail travel with several key initiatives planned for the year ahead. Recognising the growing need to support customers with a wide range of accessibility requirements, our business plan targets include to deliver high numbers of assistance requests both, effectively and reliably. To maintain high standards of service, refresher accessibility training will also be delivered to all frontline colleagues next year - part of our ongoing two-year training cycle designed to keep accessibility at the heart of our operations.

A significant initiative for the coming year will be exploring the possibility of a Changing Places toilet at Exeter Central station, which will become the second on the GWR network, following the facility already in place at London Paddington. These enhanced accessible toilets include space for carers, hoists, and adult-sized changing benches, removing a major barrier to travel for many. This investment is not only a practical upgrade, but also a key part of our wider strategy to support social mobility and raise industry standards in inclusive station design. Exeter will act as a pathfinder location, allowing us to learn what works best and apply this insight as we look to expand Changing Places provision to further stations - particularly those along key leisure and coastal routes where the need is high.



**Read more about  
Changing Places**



6.0

Environmental

Environmental

→

Fast charge  
battery train trial

→

Environmental Leadership

→



# Environmental



## Net zero and decarbonisation

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.

Measuring and managing our environmental impact is key to the success of our business. We continue to run trains on electricity wherever possible and are pleased with the success of the fast-charge battery train trials.

## Waste, water and energy use

GWR continues to operate in accordance with the international standards for environmental and energy

management, maintaining our ISO 14001:2015 and ISO 50001:2018 certifications across the business. Our environmental and energy management system is allowing us to drive improvements in waste, water, and energy consumption.

In the reporting period, GWR achieved a record high waste recycling rate of 76%, with an increase year on year since FY21/22 (64%). We are working closely with both suppliers and vendors to improve our recycling on site and will continue to examine how to best capture recycling efforts across the network.

Through the installation of automated water meters, we continue to closely monitor 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.

# Fast charge battery train trial

## A sustainable step towards decarbonising rail transport

### The context

There are over 14,000 diesel rail vehicles in operation in the UK. In response to the UK Government’s goal of achieving ‘net zero’ greenhouse gas emissions by 2050, GWR is working to replace its diesel-only trains by 2040. As part of this transition, we sought to implement a low-carbon, cost-effective solution that would improve air quality, reduce noise, and enhance the experience of passengers and local residents alike - all within a short timeframe of less than three years.

### The solution

In March 2024, GWR began trialling Fast Charging Battery Trains at West Ealing. These trains, charged quickly through an affordable grid connection, provide a zero-carbon alternative to traditional electrification.

They can cover 7.5 kilometres for every minute of charging and the trial has already covered over 4,000 miles and completed 400 fast charges. A broad range of tests were completed, including passenger loading, driving styles, air quality measurements, hot and cold day testing, and deliberately contaminating the charging rails.

### The impact

Due to its success, passenger services are now scheduled for introduction in August 2025. Additionally, 12 drivers have been trained, and the trial has attracted around 200 visitors, including the Minister for Rail, community rail groups, and media outlets such as BBC News, highlighting the growing confidence in this new technology.







## Environmental Leadership

How Taunton and Tiverton stations made sustainability the easy choice

### The context

Running two busy stations in the West comes with constant operational demands. However, Adam Hopkins and his team at Taunton and Tiverton set out to make their stations' environmental performance a top priority. While great initiatives were already in place, the team saw an opportunity to bring greater structure and coordination to their efforts, ensuring sustainability was embedded in daily operations.

### The solution

As a passionate environmental champion, Adam engaged colleagues and customers at Taunton and Tiverton through awareness boards in waiting rooms and energy switch-off stickers in offices. The team focused on making the right choices easy and intuitive, ensuring the correct bin configurations and using memorable signage to educate passengers. These small but impactful changes were part of a 3-period trial that successfully reduced waste. Additionally, Sarah Harris, Station Team Organiser, teamed up with Senior Safety Manager, Kevin Ogilvie-White, to introduce Eco Thaw, a biodegradable de-icing product that is up to 80% less corrosive. Even the tubs are returned for reuse and recycling, further reducing waste and environmental impact.

### The impact

By prioritising and coordinating their sustainability efforts, Taunton and Tiverton stations have strengthened their environmental performance and reduced their carbon footprint. By making recycling the default choice for both passengers and colleagues, the recycling trial resulted in 0.3 tonnes of additional waste being recycled each month, with a staggering 112% increase at Taunton and a 221% increase at Tiverton. Their leadership has set a new benchmark, inspiring other stations in the West, who have now committed to follow suit.



### Future projects, aims and impact

In support of the Government's commitment to net zero, GWR has developed a decarbonisation roadmap that sets out a clear path toward lower-emission operations. Key priorities, subject to funding, include the long-term replacement of the diesel fleet and investment in renewable energy initiatives. In the near term, we are implementing an idling reduction project to cut avoidable diesel emissions, improve air quality, and reduce noise, delivering early benefits while laying the groundwork for wider system change.

In addition, after a trial of reduced water flow taps, GWR is now installing water-saving taps across our stations to reduce consumption and, based on a similar project by FirstGroup, this could reduce total station water consumption by up to 30%.

**"Adam is dedicated to integrating sustainable practices across his stations. He engages his colleagues and customers, emphasising that they are all part of the journey and contribute to the success of GWR."**

Tara Peters, Environmental Audit Manager, GWR



