



Customer and Communities Improvement Fund



Contents

Welcome.....	2
General advice.....	4
What we're looking for.....	5
What we can't look at.....	7
How to apply.....	7
What happens next.....	9
Contacts.....	10

Welcome

Our Customer and Communities Improvement Fund supports projects that have a community benefit or address social need across our network.

We're pleased to announce that we are now inviting bids for a fifth year (2020/21) from our CCIF, to invest in community projects. Over £750k of funding is expected to be available, subject to approvals.

One of CCIF's unique features is that stakeholders help decide which schemes to put forward. This is done independently by a group that includes members of our Advisory Board.

Although our current franchise ends on 31 March 2020, the Department for Transport (DfT) has announced its wish to award a further franchise to GWR. Funding under the 2020/21 CCIF programme depends on this.

Once a list of preferred schemes is agreed, it is sent to the DfT who make the final decision.



General advice

This booklet is designed to help you with your funding application.

The CCIF initiative is designed to support schemes that have a tangible community benefit, address an area of social need, and are not for commercial gain.

This handbook is designed to guide you through the application process. Successful bids from the past have included a wide range of schemes. From diversity and outreach projects that open up rail travel to more communities, through to full-scale refurbishment projects.

- A good bid will show how it will address an area of social need and serve the community in which it will take place.
- Schemes that include a commitment to match funding will be considered favourably. You should be able to demonstrate how this will work and include any conditions that need to be met.
- Deliverability is also key. Schemes where costs are known, and any third-party consents have been secured, will be considered favourably.

If you have a scheme in mind, we would be delighted to receive an application.

What we're looking for

Some examples of the wide range of applications we welcome.

Educational

Schemes for the community that deliver safety education, provide railway experience, or increase awareness of local public transport. A good bid will show the impact the project will have in the years to come.

Outreach

Provide help to groups who feel unable to use our trains as part of their daily life. To reduce social isolation and provide access to new opportunities. A good bid will show the ongoing positive impact on individuals from participating in the programme.

Promotion / information

Promote train services and improve wayfinding or information to customers. A good bid will encourage use of public transport and make it easier to access and use our trains.

Research

Surveys or studies to show ways to increase social inclusion, support diversity and promote rail use. A good bid will show the target audience, and how the study will be undertaken.

Disused buildings

Bring back into use buildings, on or near stations, for the benefit of the community. A good bid will consider the building's future potential, how it will help the community, and how the upkeep will be managed in the years to come.

History and heritage

Enrich the community through developing historic links with the Great Western network. A good bid will show how the scheme links to GWR's heritage or future plans and increases awareness of our rich history.

Station enhancements

Provide improvements to a station that will benefit the local community. A good bid will show how the community will benefit and how the upkeep will be managed in the years to come.

Cycling

Encourage the use of bikes within the local community, or as a means of sustainable transport to and from the railway station. Examples include (but are not limited to) more bike parking at stations and dedicated cycle paths. A good bid will show why financial support is needed and how the upkeep will be managed in the years to come.

Walking

Promote walking links to and from stations and provide new footpaths that encourage more use of our trains. A good bid will show convenience, potential numbers of users and how the upkeep will be managed in the years to come.

Public transport integration

Encourage integration between public transport modes. A good bid will show how the local community will benefit and identify other public transport operators to integrate with.

If your scheme is not quite ready, you can still submit an application for design and scoping work to be undertaken, as long as social need is demonstrated. Please talk to us first.

Bids should come from applicants close to the Great Western network. See pages 13 and 14 for a map of our network.

This list is by no means exhaustive and we would welcome creative ideas.



What we can't look at

Certain improvements don't qualify for CCIF support.

Our CCIF is intended to support projects which, generally, would not meet normal commercial criteria. The installation of ticket machines, commercial offers, or other methods of generating direct revenue benefits to GWR are unlikely to be successful.

CCIF is not available to fund studies into new stations or support the day-to-day resourcing of community organisations.

Bids for schemes that need funding past the first year, must show how this will be secured without access to further CCIF funds. This also includes provision of new train services (unless it is a trial service).

How to apply

Bidding opens in July 2019. Apply online at [GWR.com/CCIF](https://www.gwr.com/CCIF)

Please get in touch if you can't use the online application form.



What happens next

The closing date for applications is
8 September 2019.

After the closing date, we will review all the bids received and get in touch over the autumn if we have any questions. This may include further assessment, or even a site visit.

Once we're happy, the independent Steering Group, which includes members of the GWR Advisory Board, will meet to consider the list of proposals.

The preferred projects will then be sent to the Department for Transport for approval. This approval will be subject to confirmation of a further GWR franchise.

Apply online at [GWR.com/CCIF](https://www.gwr.com/CCIF)

Contacts

Nicola Scott

Assistant Regional Development Manager
CCIF@GWR.com

For discussion about potential schemes, your regional contact is:

East region

Tom Pierpoint
Tom.Pierpoint@GWR.com

Central region and South Wales

Dan Okey
Dan.Okey@GWR.com

West region

Matt Barnes
Matthew.Barnes@GWR.com

GWR