



YOUR STATION, YOUR COMMUNITY IMPROVEMENT FUND 2022

PARTNER TOOLKIT



Campaign Summary

Background: We're launching a new improvement fund called 'Your station, Your community', to support local charities, our customers, and the communities on our line of route, focusing on the causes that are of key importance to local communities on our network and to us.

The fund supports the following key themes: mental health, education, and employability skills amongst marginalised groups, as well as diversity and inclusion and environmental sustainability.

Over the next three years, GTR will be allocating up to £500,000 a year to fund projects based up to 15 miles from stations on our network.

- **Our objectives are:**

- To raise awareness of the fund with stakeholders, customers and community groups
- To increase our understanding of local needs and serving local communities in the best way
- To amplify the ways in which our train operating companies (Southern, Great Northern, Thameslink) are supporting local communities

- **Timings:** The campaign is live from 28 June – 30 July 22

- **Media:** Owned Social and Web.

We have produced a set of assets that partners can use in order to share the campaign via their own channels.

Supporting issues that impact rail and local communities

Your station Your community Improvement fund is available for initiatives that address challenges and issues that are important to and impact our local communities and the railway:

Enhancing our stations to be a welcoming environment

- Regenerating redundant station spaces for community hubs, providing space for activities that enrich the local community and bring station estate back into use. Creating a welcoming ambiance to our stations enhancing our customers' experience.

Positive Mental Health

- Mental health activities that encourage working with local partners to signpost people to support services or initiatives that have a positive impact on people's wellbeing. Connecting people together to take positive action to prevent suicide, an issue that has devastating and far reaching impact on our people, customers and communities.

Diversity and Inclusion

- Supporting diverse and inclusive community projects, creating opportunities for learning and the social mobility of more marginalised groups. Our ambition is to create an inclusive culture where customers and colleagues feel able to be themselves and feel they belong to their local communities.

Employability and confidence building

- Promoting employability and education amongst marginalised groups by investing in the skills development for now and the future, creating a talent pipeline to support the South East economy.

Environmental Sustainability

- Supporting environmental projects and encouraging sustainable mobility shift to encourage customers to make greener choices to travel by rail and getting to our stations sustainably - by bike, bus, foot or electric car.

Who can apply

We welcome applications from registered charities, community groups and other not-for-profit organisations such as rail user groups, community rail partnerships, business partnerships, town councils, parish councils and schools.

Funding available

GTR is providing **up to £500,000** annually for the duration of NRC to fund projects based up to 15 miles from stations on our network. Minimum funding is £1,000, maximum is £50,000. Projects over £10,000 will require a follow up phone call from the PA & CSR team.

Timeframes

Applications open: 28 June 2022

Applications close: 30 July 2022

Review: July – September 2022

Submitted to DfT: December 2022

Notification: Q1 2023

Funding received: April 2023

Funding spent and fully committed: 31 March 2024

Available Campaign Assets



Twitter: 1024x512px



Facebook: 1200x630px



Web banner 1: 600x130px



Email image

GTR We're with you

For high res versions please contact Katherine.cox@gtrailway.com with the asset size you would like.

Suggested Copy

If you are using the assets to post on your own channels, we have produced the following suggested copy to accompany it and further explain the campaign and its background. This is a suggestion however, please feel free to use or adapt as you wish.

Southern's/Great Northern's/Thameslink's new community improvement fund – Your station, Your community Improvement Fund opens 28 June – 30 July for applications. Find out more here (insert link)

Are you located within 15 miles of **Southern's/Great Northern's/Thameslink's**? Do you have a community project looking for funding? (Brand name) Your station, Your community Improvement Fund closes for applications on 30 July. Apply here – (insert link)

Southern's/Great Northern's/Thameslink's Your station, Your community Improvement Fund is now open for applications. They're looking for initiatives that support communities on issues such as mental health, employability, diversity and inclusion, and sustainability. For more info (insert link)

@southernrailuk

@trailuk

@gnrailuk

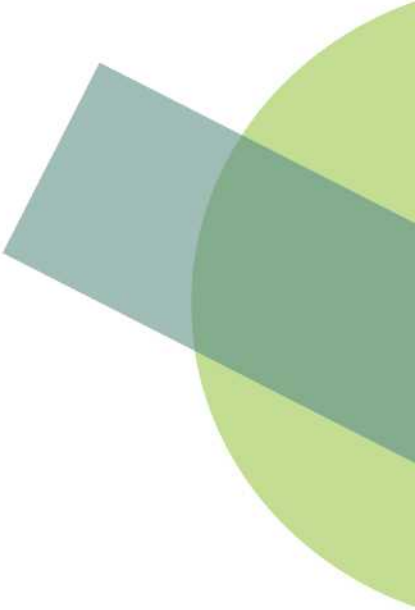
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Pages to link to:

Thameslink: <https://bit.ly/3boNZCv>

Southern: <https://bit.ly/3zYlh5K>

Great Northern: <https://bit.ly/3bg581b>



Accompanying material

We have created an application guide, FAQ document and network map to support promotion of the fund.

[Application guide](#)

[FAQs document](#)

[For a route map](#)

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