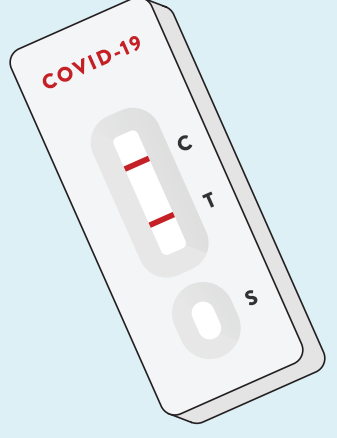


### Patronage Levels

Over the last 12 months we have seen great increases in railway use. March has still not fully recovered to pre-Covid levels, but both Whittlesea and Manea have surpassed last year's totals.



	20/21	21/22	Passenger Increase	Percentage Increase
March	87,832	251,638	163,806	86.5%
Whittlesea	8,026	26,436	18,410	129.4%
Manea	3,910	16,192	12,282	214.1%

### Promotional Work

#### Transport Planning Guide

Hereward CRP commissioned this guide in recognition that good transport planning can have a positive impact on our daily lives by helping us to improve our health, our local areas and our overall quality of life. Aimed at local councillors and community members who are interested in transport planning issues, it offers advice and guidance and supports the promotion of the railway network.



#### Think Travel Tool

The online Think Travel Tool is live on the Hereward CRP website. The tool compares the different impacts and benefits for different modes of transport. Check it out on our website.



#### Manea Map and Poster Frames

The installation of a village map at Manea station was developed by Hereward CRP. The lectern was kindly donated by Manea Parish Council.

New poster frames have also been installed in the waiting shelter.



#### Photographs and Postcard Sets

Dave Porter Photography was commissioned to capture images to promote the station stops along the Hereward Line and Fenland. Sporting our logo and 'Give the train a try' the ever-growing selection of postcards features some of the images and they also have the taglines of  
 ...for a great family day out  
 ...to discover new places  
 ...for a greener family day out



#### Whittlesea Monolith

A new wayfinding monolith totem has been installed to help passengers navigate their way around the station and to and from the town centre more easily.



### March Station

#### March Reopening and Car Park



We celebrated the relaunch of March railway station and car park. This major redevelopment was delivered through Fenland District Council's Railway Station Masterplan project as part of a £9.5million package of funding. Cambridgeshire and Peterborough Mayor Dr Nik Johnson unveiled the plaque at the official opening.

During the two-year project, Greater Anglia redeveloped the entire station and car park. The Bee Friendly Trust and station adoption volunteers planted hundreds of bee friendly flowers, shrubs and trees in the new car park. All hands on deck to plant up the carpark area ahead of the official re-opening of March station.



#### Meet the Manager Coffee Morning @ March

Following the completion of the upgrade works at March railway station, the Hereward CRP team hosted their first ever coffee morning. This event was tied in with the return of the popular "Meet the Manager", where people could ask questions and get advice from train operator representatives and give their views on the improvements.



The Friends of March Railway Station also opened up their community rooms to show the fantastic work they have been doing as station adopters.

#### Promo Video



A video launched to coincide with the Coffee Morning features views of flooded wetlands, wild wintery waterways and far-reaching landscapes, along with Peterborough and Ely Cathedrals and various annual events. Plans are in the pipeline to create further videos as the CRP reaches the end of its 10th year.

### Promotional Events

#### Event CRN week at Peterborough

The Hereward CRP team handed out goodies at Peterborough train station as part of the Community Rail Network Week. The photo also features Paul Webster, Community Rail Support Manager on one of his many stops to visit various CRPs during the week-long event.



#### GA Manager's Conference

Greater Anglia Managers Conference held in London was really useful to engage with such a wide range of Greater Anglia personnel, suppliers and support teams and other GA CRPs.

#### Norwich



A Community Rail Partnership joint event held at Norwich station which involved Hereward CRP, East Suffolk Line, Essex & South Suffolk CRP and the Bittern & Wherry Lines.

#### Whittlesey Straw Bear

With the use of a mobile exhibition unit the team greeted travellers from the train with a warm smile despite the weather. Lots of goodies were handed out including a postcard sized timetable to get the event goes back on the correct platform and train later that day.



### 10th Anniversary Celebrations

#### Herewards are Go!

The Hereward Community Rail Partnership kickstarted a year of 10th anniversary celebrations on Wednesday 12 October. Our stations were decked with bunting, and special anniversary biscuits prepared. The CRP team spent the morning at Peterborough and Ely stations, and on-board



Greater Anglia train services, handing out biscuits and chatting with passengers about the improvements to the line over the past ten years.



### Farewell to Paul Nelson



In December we said thank you and happy retirement to Paul Nelson, who had served as Hereward CRP chairman since November 2017. Paul stepped down from the position he had held for 5 years in November.

Clr Chris Seaton, FDC Cabinet Member for Transport was appointed as the new chairman.

### Other News

#### Adopter Awards

Whittlesea adopters and Friends of March Railway Station (FOMRS) both received awards at Greater Anglia's Adopter event. Geoff (pictured), one of Whittlesea's adopters posted the news on the town's Facebook page and received many positive comments about the station. FOMRS were also winners of Best Promotional Project at Fenland District Council's Volunteers Celebration.



#### 'Lives on the Line' Podcast Bronze Award

Greater Anglia's podcasts called 'Lives on the Lines' which features Fens, Bears and Eels along the Hereward Line won a bronze award in the Best Branded Content category at the British Podcast Awards.



#### Shortlisted for an Award

HCRP was shortlisted for a Community Rail Award for their Annual Highlights report which received a nomination in the category for "Most Effective Communication".

These guides are shared online and enables people from everywhere and anywhere to listen to descriptions of our wonderful region. You can listen to the podcasts by visiting our website.

