

Great Western Railway Customer and Communities Improvement Fund (CCIF) Application 2020/2021

The Project

Q1. What is the name or title of your project?

Pilning Challenges - Season 4

Q2. Which category best describes your application?

Outreach

Q3. Which station on the GWR network is closest to your project?

Pilning

Q5. Write a description of your project. Please note a word limit of 250 words applies

Pilning Challenges were introduced in the summer of 2017 to help bring more passengers to the station, and to raise the profile of Pilning around the rail network. The idea of a Pilning challenge is to start and finish your trip from Pilning using the only two services available. The person who completes a Challenge earns the rank of a #PilningLegend. The four challenges currently available are #PilningEqualiser, #PilningPacerthon, #PilningMultiplex and #PilningScramble. From December 2019, with the introduction of the 1434 service that replaces the current 1534 stop, Pilning Station Group will be able to reintroduce #PilningGrandSlam, which ran from July to December 2017. Since July 2017 Pilning Station Group received submissions for over 50 successfully completed Pilning Challenges (as well as an undisclosed number of DNFs). The total distance travelled by #PilningLegends to date is 7'507mi 27ch. Challenge statistics and the submission form can be found on our website <https://www.pilningstation.uk/challenges/> ; demo videos of a Challenge in action can also be found on <https://www.pilningstation.uk/challenges/grandslam/>

Q6. What is the project's main objective? Please note a word limit of 50 words applies

1. To educate rail passengers on how to use UK rail network. If someone can plan and complete a Pilning Challenge, they will have no problems using the network for a less complex journey.
2. To attract more passengers, thus increasing GWR revenue for one of Britain's least used stations.

Q7. What will the project deliver or produce? In this question we are looking to understand what the key output(s) of the project will be. For example, the project will deliver 20 additional cycle parking spaces OR the project will give 20 young people experience of how to use public transport Please note a word limit of 100 words applies.

The project will give at least 10 (but hopefully a lot more) people of various ages & abilities, including passengers with mobility issues, experience of how to use the UK rail network, in particular, a very awkward to get-to one direction station with only two services a week. Please note that we have already designed and built IT system that allows to submit Challenges and analyses the approved data.

Q8. Detail how the project will benefit customers or communities. Please note a word limit of 100 words applies

There is a lot of negativity from the authorities around Pilning Station. The station is currently wasting away, rendered virtually unusable by years of lack of maintenance and negative thinking. At the same time, residents of Pilning, Easter Compton and nearby villages have been deprived of good public transport for years and are now forced to use their cars for getting around. Pilning Challenges give people a chance to leave their car behind and have a fun day out. The Challenges are especially popular with young people who do not drive, but have a passion for travel.

Contact Details

Q9. What organisation are you applying on behalf of?

Pilning Station Group

Q10. Is this organisation a Registered Charity or Community Interest Company?

No

Q12. Primary Contact Name This should be the person you would like us to contact in the first instance

[REDACTED]

Q13. Primary Contact Email Address

[REDACTED]

Q14. Primary Contact Telephone Number

[REDACTED]

Q15. Primary Contact Address

[REDACTED]

Q16. Secondary Contact Name

[REDACTED]

Q17. Secondary Contact Email Address

[REDACTED]

Q18. Secondary Contact Telephone Number

[REDACTED]

Q19. Secondary Contact Address

[REDACTED]

Cost Estimates

Q20. What is the total estimated cost of the project?

[REDACTED]

Q21. How much match funding are you able to secure for the project?

[REDACTED]

Q22. How much CCIF funding are you seeking for the project?

£175

Q23. Who is providing the match funding? Is this secured already or do any conditions need to be met?

Pilning Station Group - already secured.

Project Delivery

Q24. Will your project deliver physical infrastructure at a railway station or on railway land?

No

Q25. Are any permissions or consents required to deliver your project? Such as Planning Permission, Listed Building Consent or Local Authority permissions.

No

Timescales

Q27. When will you be able to start the project?

Pilning Challenges in an existing ongoing project. Season 4 will run from 01/04/2020 to 31/03/2021

Q28. How long will your project take to deliver?

12 months - see item 27

Q29. When will the project finish?

31/03/2021 - see item 27

Risks

Q30. What is the largest risk to the project

Lack of interest from potential participants

Q31. Please explain how this risk can be managed

There seems to be an undying interest towards Pilning station since the demolition of the footbridge in November 2016. Since 2015, passenger numbers have increased tenfold. Pilning Station Group have a marketing strategy that has proved to attract passengers to the station, and the number of those who take one or more Pilning Challenges is on the rise. We are quite confident that the upward trend will continue.

Q32. What is the second largest risk to the project

GWR stopping more trains at Pilning. This would cause confusion among challengers, and challenge rules will have to be rewritten.

Q33. Please explain how this risk can be managed

We understand, from recent correspondence with GWR MD Mark Hopwood that there are no plans for GWR to increase the number of service calls at Pilning in the foreseeable future, as this would be financially unviable. However, if GWR do arrange for more stopping trains which would cause us to terminate the Challenges before the end of March 2021, Pilning Station Group will gladly reimburse GWR's CCIF contribution. We are absolutely certain that with the increasing UK-wide support for the station such amount will be quickly raised via crowdfunding.

Q34. What is the third largest risk to the project

Network Rail reinstating the footbridge and GWR providing a frequent two-direction service. This would make Pilning Challenges pointless.

Q35. Please explain how this risk can be managed

Network Rail provided reassurance on numerous occasions that no investment is planned for Pilning station. In 2019 we also received confirmation from the DfT that the costs involved in bringing Pilning station to a good standard mean that it would be prohibitive to spend taxpayers' money on significant improvements at Pilning station.

Confirmation

Q36. Please add any supporting documentation as a PDF file here. Please note that we are only able to accept PDF files up to a size of 50mb.

- File: PilningScramble_rear.pdf
- File: PilningScramble_front.pdf
- File: PilningMultiplex_rear.pdf
- File: PilningMultiplex_front.pdf

Q37. Please confirm you wish to submit this application for the 2020/21 Customer & Communities Improvement Fund

I confirm I am happy for this application to be sent to Great Western Railway's Customer & Communities Improvement Fund, and that I am authorised on behalf of the organisation I represent to make this application. I recognise that submission of this application does not guarantee its successful acceptance by First Greater Western Ltd (trading as Great Western Railway).