

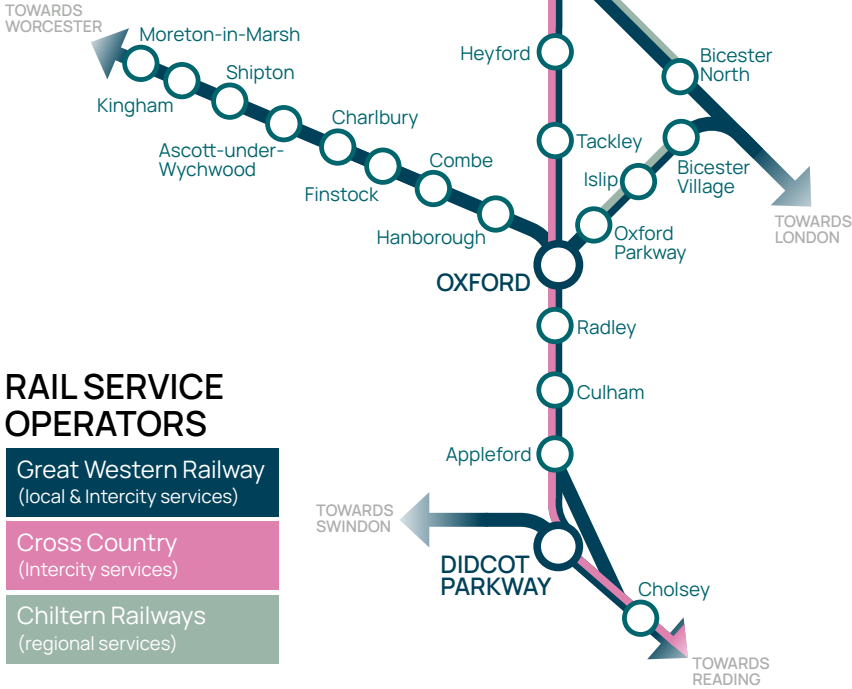
Oxfordshire Community  
Rail Partnership

# IMPACT REPORT 2024-25



**OXCRP**  
OXFORDSHIRE  
COMMUNITY RAIL PARTNERSHIP

# OUR STATIONS & ROUTES



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# Welcome

We are delighted to present the 2024/25 Impact Report for Oxfordshire Community Rail Partnership (OxCRP), marking our second year of delivery and continued growth. This year has been defined by deepening relationships, expanding our reach, and delivering impactful, community-led programmes that reflect the diverse needs of Oxfordshire's people and places.

Our vision remains clear: to use the railway as a force for positive change—connecting communities, improving access, and ensuring stations and services reflect the people they serve. That vision has come to life through projects that blend creativity, inclusion and co-design. From the release of our Calm Spaces Technical Design Brief to the vibrant, youth-led Moving Murals at Oxford Parkway, our work has demonstrated how rail can support wellbeing, belonging and opportunity.

We've strengthened our partnerships across the rail industry, public sector and community organisations, with special thanks to Great Western Railway, Chiltern Railways, CrossCountry Trains, Oxfordshire County Council, Active Oxfordshire and Oxford University. Our Youth Transport Forum has empowered young people to shape policy, and our Rails to Trails programme has supported active, low-carbon journeys that promote health and sustainability.

We've also grown as a team. We welcomed Bee Clark and Luke Goddard, whose leadership in inclusion and youth engagement has expanded our work with underrepresented groups and the next generation of rail users. We celebrate Alayne McDonald our Community Rail Development Manager, whose work was recognised with the Outstanding Individual Contribution to Community Rail award at the Chiltern Railways Community Awards 2024.

This year, OxCRP achieved Accreditation from the Department for Transport a nationally recognised quality mark that reflects our governance, impact and commitment to good practice. We were also shortlisted for the Empowering Diverse Groups Award, in partnership with our sister CRP in Gloucestershire, highlighting the strength of our collaboration and shared learning.

None of this would be possible without our dedicated team, our non-executive directors on the GOCRPP CIC board, and our community, public sector and transport and rail industry partners. We look forward to another year of building railways that truly belong to the communities they serve.

  
**Hannah McDonnell**  
Executive Director,  
GO CRP CIC

  
**Daisy Chapman Chamberlain**  
Chair,  
OxCRP Steering Group

## OUR VISION:

To use the railway network to improve the lives of people living in Oxfordshire and give tourists a high-quality visitor experience.

## OXCRP PROGRAMME AREAS:



## OXFORDSHIRE COMMUNITY RAIL PARTNERSHIP - A YEAR IN NUMBERS



**200+**

Partners & stakeholder collaborators



**1,300+**

Community members engaged



**200+**

Young people engaged



**900+**

Meaningful survey responses



**5**

New resources & research reports

“This year, our community connections have continued to grow in strength and reach, creating deeper impact and empowering more people than ever before.”

– Alayne McDonald, Community Rail Development Manager

Delivery  
Programme: 1

# ACCESS & INCLUSION

Ensuring all community members, regardless of background, can benefit from their local rail network



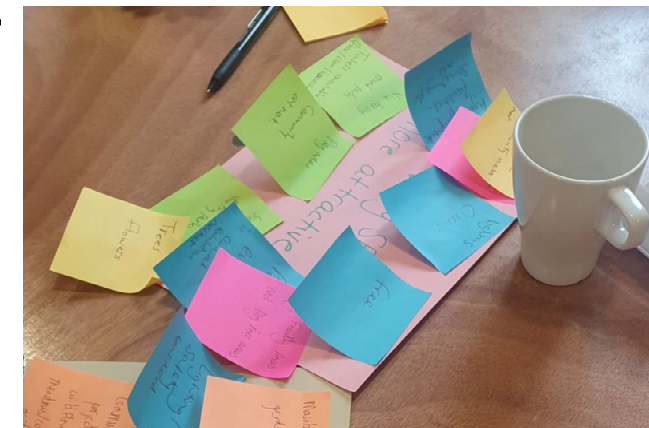
## Cotswold Calm Corner

In 2024/25 we launched the Calm Corner Technical Design Brief, a practical and adaptable guide for creating inclusive, station-based decompression spaces that improve accessibility and passenger wellbeing. Funded by Oxfordshire County Council's Public Health team, the brief brings together expert advice, accessible design best practice, and lived experience insights to address barriers faced by disabled people and others who benefit from calmer travel environments.

Two lived experience workshops, involving six participants, explored how a Calm Space should look, feel, and operate. Discussions covered signage, wayfinding, inclusive terminology, technology, and safeguarding, as well as how

“If we were able to have these calm spaces where we could just regulate [...] we would see a greater level of health promotion and decrease in challenge or struggle or stress..”

– Calm Spaces workshop participant



people would like to experience and interact with the space. Each session was designed to ensure all voices were heard, resulting in guidance grounded in real needs and priorities.

The result is a practical, station-friendly toolkit that can now be adapted across the rail network, and we're committed to collaborating with our rail industry and public sector colleagues to scope opportunities for installation, while continuing to promote and share the resource to influence nationally.

To read the full Station Based Calm Spaces report please scan here or visit: [oxfordshirecommunityrail.org/research-reports](https://oxfordshirecommunityrail.org/research-reports)



# Connecting Communities

## Identifying transport needs, gaps, barriers and motivations for modal shift

Our Connecting Communities programme continues to champion inclusive, evidence-led approaches to understanding and supporting sustainable travel in Oxfordshire. In 2024/25 we expanded our reach and deepened engagement, attending six community events and carrying out inclusive consultations using our established framework.

We listened to 238 people—including young people, disabled people, families, and visitors—to build a clear picture of barriers to station access, modal shift, and integrated journeys. These conversations directly informed the distribution of our Access & Active Travel Maps, including the new Oxford Access Map, as well as local leisure trails and travel confidence resources. These tools empower people to plan accessible journeys, explore active travel options, and feel more confident travelling sustainably.

By sharing insights and findings with rail industry, community sector, and local government partners, we are ensuring that lived experience informs future programmes, influences local policy, and strengthens the case for investment in inclusive, sustainable transport..



**230+**  
community  
members  
consulted across  
six events

**“The access maps have been instrumental in supporting our shared ambition for sustainable, equitable tourism to the county.”**

– Pete Brunskill, Rail Development Lead,  
Oxfordshire County Council

# Travelling with Confidence

Earlier this year, we launched Travelling with Confidence, a project helping disabled people and those with additional access needs gain skills, independence, and confidence in rail travel. Delivered in collaboration with our sister CRP in Gloucestershire, the project has already helped participants feel more confident planning journeys, navigating stations, and communicating with staff.

In collaboration with StyleAcre, My Life My Choice, and our rail industry partners, we have co-designed an inclusive engagement framework, including travel training workshops, day trips, and reflective skill development sessions.

We have created a CPD-accredited training module, the Travel Proficiency Certificate. The TPC offers a motivational milestone and a practical framework for building skills around planning journeys, navigating stations, and communicating with rail staff.

Working with CRN and Royal National Institute of Blind People (RNIB), we are supporting rail staff disability training nationwide to make rail travel more accessible for all.



**“I didn’t realise how easy it is when you have the know-how to organise a trip using public transport.”**

– Community Partner

Delivery  
Programme: 2

# SOCIAL VALUE

Empowering communities  
by fostering sustainable  
growth, health and  
wellbeing, and access to  
life opportunities

## Getaway

Supporting young people's travel  
confidence, independence, and  
access to nature

78

young people  
supported on  
six trips

Our Getaway programme supports young people from urban and underrepresented communities to develop travel confidence, build independence, and access the wellbeing benefits of time spent in nature.

Thanks to the support of our community partners, 78 young people were able to access new opportunities this year—travelling by rail to explore green spaces and take part in confidence-building outdoor activities such as hiking, archery, ziplining, and canoeing. Along the way, they developed valuable skills in wayfinding, journey planning, navigating station environments, embracing integrated journeys and active travel options.

By creating safe, supported, and inclusive experiences, Getaway continues to empower young people to overcome barriers to travel, strengthen social bonds, and grow in confidence. With the commitment of four trusted partner organisations, we're not just helping young people reach new destinations, we're helping them discover new possibilities.



**“After my trip today, I know  
I can navigate a train station  
confidently and take the train  
independently.”**

– Young Person



## Youth Transport Forum

Our Youth Transport Forum provides a platform for young people to make their voices heard on the transport priorities of today. Young people from throughout Gloucestershire and Oxfordshire came together to discuss important topics and design youth-led transport initiatives.

**11**  
youth forum  
delegates

**913**  
survey  
respondents

**4**  
forum  
sessions

Over four forum sessions, delegates worked together to identify the main transport gaps and barriers for young people. After deciding on three core themes of accessibility, education and affordability; the delegates designed innovative but realistic policies that they believed would make a difference.

The sessions involved a mix of research, SWOT analysis, policy design, and presentation. We also launched a youth transport survey based upon insights from the forum. Designed to gather broader perspectives on the proposed policy initiatives, the results were released alongside the forum outcomes in our Youth Transport Report.

The project not only provided fantastic opportunities for the delegates, but also promoted transport careers and improved travel confidence among a range of young people.



The GOCR Youth Transport Report was well received by a range of industry stakeholders and is already being used by external organisations to influence change – scan here to read the report

## Journeys to Opportunity

### Let's Talk Travel and Rails to Trails

From job seekers to young people and community groups, our 2024/25 programmes reduced transport barriers and supported access to opportunity, health, and wellbeing.

Through Let's Talk Travel, we engaged 83 job seekers and employability professionals at Oxfordshire events. Sharing our Travel Confidence and Cutting the Cost of Travel resources helped people understand options, feel confident using public transport, and find practical ways to save money—vital steps toward employment, education, and training.

Rails to Trails brought 22 young people and 10 adults from Banbury Madni Masjid on two rail-based days out, covering 5km of trails and 6 hours of outdoor recreation. The experience boosted health, physical activity, and wayfinding skills, showing rail's potential as a gateway to the outdoors.

Together, these projects highlight our commitment to enabling sustainable, confident, and affordable travel—whether to a job interview, classroom, or woodland trail.



**“It was so positive to see the children get active and really push themselves! I am proud of them.”**

– Banbury Community Partner

DELIVERY  
PROGRAMME: 3

# LEISURE & TOURISM

Unlocking destinations  
and experiences,  
enhancing connectivity,  
and promoting car-free  
exploration

## Taste for Travel

This year, Taste for Travel continued to champion car-free, low-carbon travel in and around the Cotswolds by providing practical tools that make sustainable journeys easier to plan and more appealing to take.

We launched the brand-new Moreton-in-Marsh Integrated Travel Map in partnership with Gloucestershire Community Rail Partnership, Great Western Railway, and Pulhams Coaches. This user-friendly map positions Moreton-in-Marsh station as a gateway to the North Cotswolds, highlighting bus connections, walking routes, cycling trails, and bike hire options. With both printed and downloadable versions available, the map supports visitors and residents alike to make seamless, car-free journeys across the region.

We also gave our popular Charlbury Leisure Trail a fresh new look—transforming it into a handy, pocket-sized map now distributed at community events, through outreach, and at local stations. The refreshed trail continues to support active travel, wayfinding and enjoyment of local green spaces.

Together, these two resources further our mission to support sustainable access to the Cotswolds, inspiring and inviting more people to experience the landscapes they love without relying on a car.



“We’re excited about this project showcasing the fantastic connections between our bus services across the Cotswolds – this initiative encourages people to leave their cars behind.”

– Alex Chutter, Area Director,  
Pulhams Coaches

# TrainTripper

## Explore Gloucestershire and Oxfordshire Car Free!

This year we launched a sustainability campaign centred around our journey planning platform, **TrainTripper**. With a built-in carbon calculator, the site enables users to plan their train journey to Oxfordshire station towns such as Charlbury or Oxford and calculate carbon saved. By implementing a new 'kettle comparator' tool that converts carbon saved into an equivalent amount of kettle boils, the campaign aimed to make carbon savings accessible and relatable to all!

We also launched a new Cotswolds Sustainable Travel Map. Featuring the Oxfordshire and Gloucestershire Cotswolds, the map highlights key station towns in the region such as Charlbury and Kingham. It brings together rail lines with key bus routes in the area to suggest integrated and sustainable methods of navigating the Cotswolds. The map is accessible and a resource which can be used by locals and tourists alike!

**64k**  
people  
reached

### CAMPAIGN RESULTS:

- **329% increase** in unique page visits on TrainTripper
- **1525% increase** in the amount of times the carbon calculator has been used
- **1602% increase** in the amount of carbon saved by taking the train instead of driving by car
- **2927kg of carbon savings** registered on TrainTripper, equivalent to boiling the kettle over 63,600 times!

Plan your adventure  
and calculate  
carbon savings

Go green and discover Oxfordshire  
and Gloucestershire by train



Scan here to find  
out more, or visit:  
[traintripper.co.uk](http://traintripper.co.uk)



DELIVERY  
PROGRAMME: 4

# STATIONS AS PLACES

Transforming stations  
into vibrant community  
hubs that are welcoming  
and inviting spaces for  
everyone



## Moving Murals

This year, we proudly unveiled Moving Murals—a bold, youth-led art exhibition that transformed Oxford Parkway Station into a vibrant celebration of identity, connection and place. Thanks to the support of Chiltern Railways, Community Rail Network, and our community partners, 64 young people from Oxford and Banbury co-created five striking artworks now on display at the station.

Through a series of creative workshops delivered in partnership with local artists and community organisations—Word Fountain Family Arena and Banbury Madni Masjid—participants explored themes including pride, travel, belonging and local landmarks. They experimented with lino printing, collage, and sign writing to share stories rooted in their own lives and communities.

The result is a powerful exhibition that amplifies youth voices and makes public space more welcoming, expressive and inclusive. Moving Murals not only brightens a station—it deepens our connection to the people and places that shape Oxfordshire.



**“On behalf of Word Fountain, parents and children, we extend our appreciation to the Rail Partnership for the kind support.”**

*– Dupe Adefala, Word Fountain Christian Ministries*

## Station Adoption

This year, we strengthened our commitment to station adoption as a cornerstone of our community development approach. By embedding station adoption into both our day-to-day operations and wider project delivery, we are creating opportunities for local people to shape, care for, and take pride in their stations.

In 2024/25, we convened an integration workshop with Great Western Railway, Chiltern Railways, and Community Rail Network to explore strategic opportunities for joint working. This session brought together industry partners to share priorities, identify gaps, and agree actions that will stimulate greater community involvement across the network.

Our approach places station adoption at the heart of place-based regeneration — turning stations into welcoming, vibrant gateways that reflect the identity and needs of the communities they serve. From planting and art projects to accessibility improvements, we are committed to nurturing partnerships that transform stations into spaces where people feel connected, valued, and involved.



## OXCRP CORE DELIVERY TEAM



**Hannah McDonnell**  
Executive Director



**Alayne McDonald**  
Community Rail  
Development  
Manager



**Luke Goddard**  
Youth Engagement  
& Insight Lead



**Bee Clark**  
Access and Inclusion  
Programme Lead



**Piper Holmes**  
Community  
Engagement  
Officer



**Ella McLean**  
Community  
Engagement  
Officer

This has been an incredible year of impact and growth for Oxfordshire CRP. Community rail is ever-evolving, and real progress relies on the right people and partnerships – we're fortunate to have both.

With dedicated new colleagues joining us, we've strengthened our commitment to young people and equitable access, ensuring our work is powerful, relevant and inclusive. At the same time, our Community Rail Development Officer stepped into the role of Manager, enabling greater attention on strategy, partnerships, and long-term impact. These changes position us strongly for the future: connecting communities, championing sustainable travel, and helping rail play its part in a fairer, greener Oxfordshire.

**"Together with our partners, we've identified local need and developed innovative solutions that have in turn delivered social impact. We are proud to celebrate local stories, build travel confidence, and to inspire opportunity and connections across Oxfordshire."**

*– Hannah McDonnell, Executive Director*

## NON-EXECUTIVE DIRECTORS

Our achievements this year reflect the leadership and dedication of our Board of Non-Executive Directors, whose guidance has played a vital role in shaping our vision and guiding our growth.



**Kevin Harris**  
Chair  
GOCRPP CIC



**Daisy Chapman**  
Chamberlain Chair,  
OxCRP Steering Group



**Neil Bradbury**



**Olivia Dickinson**



**Polly Gannaway-Pitts**



**Rachel Geliamassi**



**Olubukunmi Olukoya**



**Odis Palmer**

Sincere thanks to Jon Harris, founding Director of GOCRPP CIC, for steering us from the very beginning, and a warm welcome Kevin Harris as our new Chair of the CIC. Kevin brings business experience and a genuine passion for community-led change, and we look forward to working with him as we build on strong foundations. Together with our new Theory of Change and 2025-28 Business Plan, we remain focused on creating a more connected, inclusive and sustainable county.

**"I'm proud to work alongside GOCRPP CIC and our dedicated team as we partner with local communities to make a real difference for people and places across the region."**

*– Kevin Harris,  
GOCRPP CIC Chair*

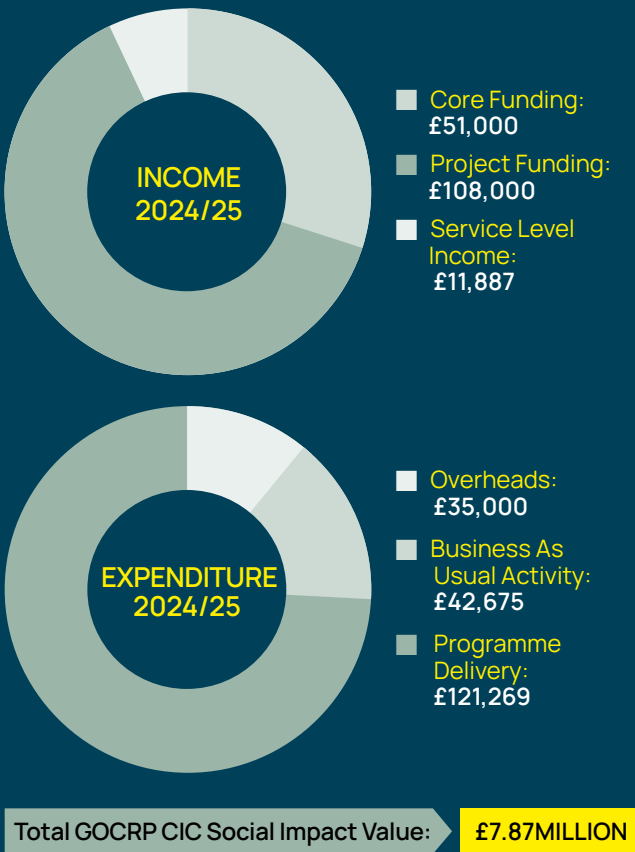
# FINANCE

Now in its second year, Oxfordshire Community Rail Partnership has continued to grow its reach, deepen local partnerships, and deliver impactful programmes across the county. Operating under the governance of GO Community Rail Partnership CIC, OxCRP benefits from shared infrastructure and strategic oversight while maintaining a distinct local focus.

This year, our financial strategy has prioritised resilience and delivery. With a mix of core funding, project grants and service-level income, we've been able to scale our work while remaining agile in a challenging funding landscape. The majority of spend has been directed towards programme delivery, with additional investment in service development to support future growth and demand.

## Our social impact value

Our work continues to generate significant social value. According to the Community Rail Network's 2024 report, community rail delivers an average of £17.89 in social value for every £1 invested. Based on OxCRP's total income of £170,887, this equates to an estimated £3.05 million in social value — demonstrating the power of inclusive, community-led transport initiatives to deliver lasting impact.



Please contact us if you would like to see our full accounts.

# THANK YOU TO OUR PARTNERS

OxCRP links community, public and private sector organisations through partnership working



# GET IN TOUCH

Email us at: [info@oxcrp.org.uk](mailto:info@oxcrp.org.uk)  
or visit our website at: [oxcrp.org.uk](https://oxcrp.org.uk)

OxCRP would like to thank our core funders, Great Western Railway, Chiltern Railways, and Oxfordshire County Council as well as the many partners that have pledged time, effort and project-based funding.

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Rail Network



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