Pacific Northwest Rail Summit

October 16th 2025

Community Rail Case Study

Gloucestershire Community Rail Partnership

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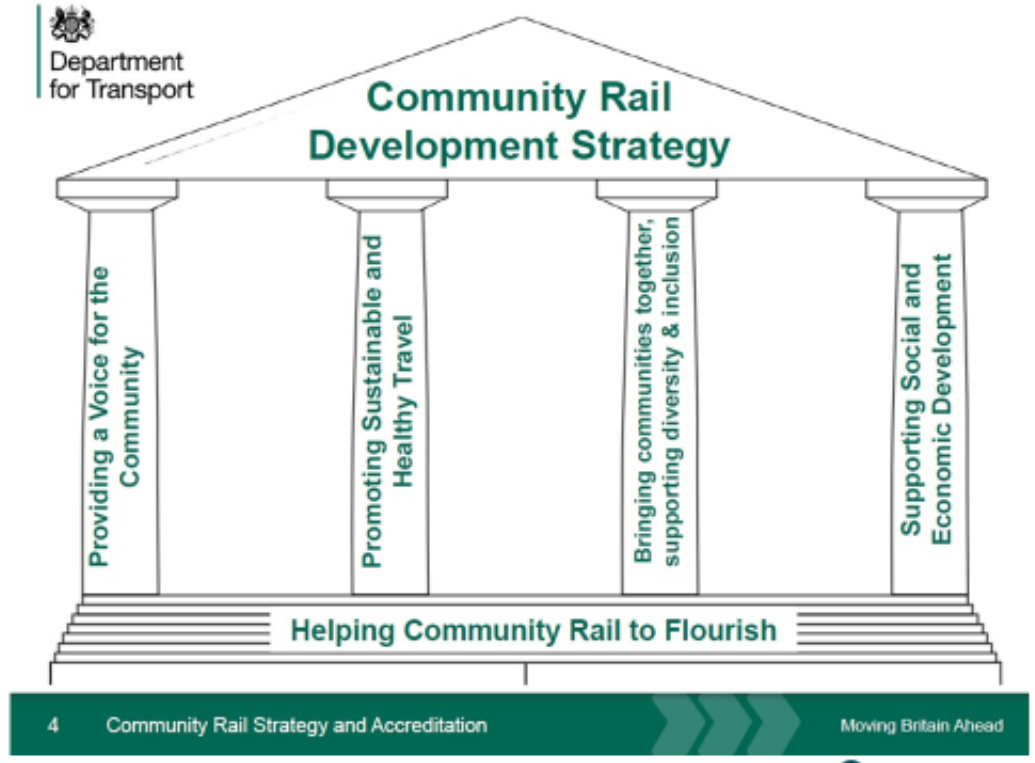
Oxfordshire Community Rail Partnership

Strengthening our community's relationship with train travel and transport in our region by engaging with and listening to our community and visitors to understand their needs, thoughts and opinions on travelling by rail and other sustainable modes.

And by working with industry stakeholders and local government to create a local transport system that is inclusive, positive and sustainable - today, tomorrow and for the future

INTRODUCTION TO COMMUNITY RAIL

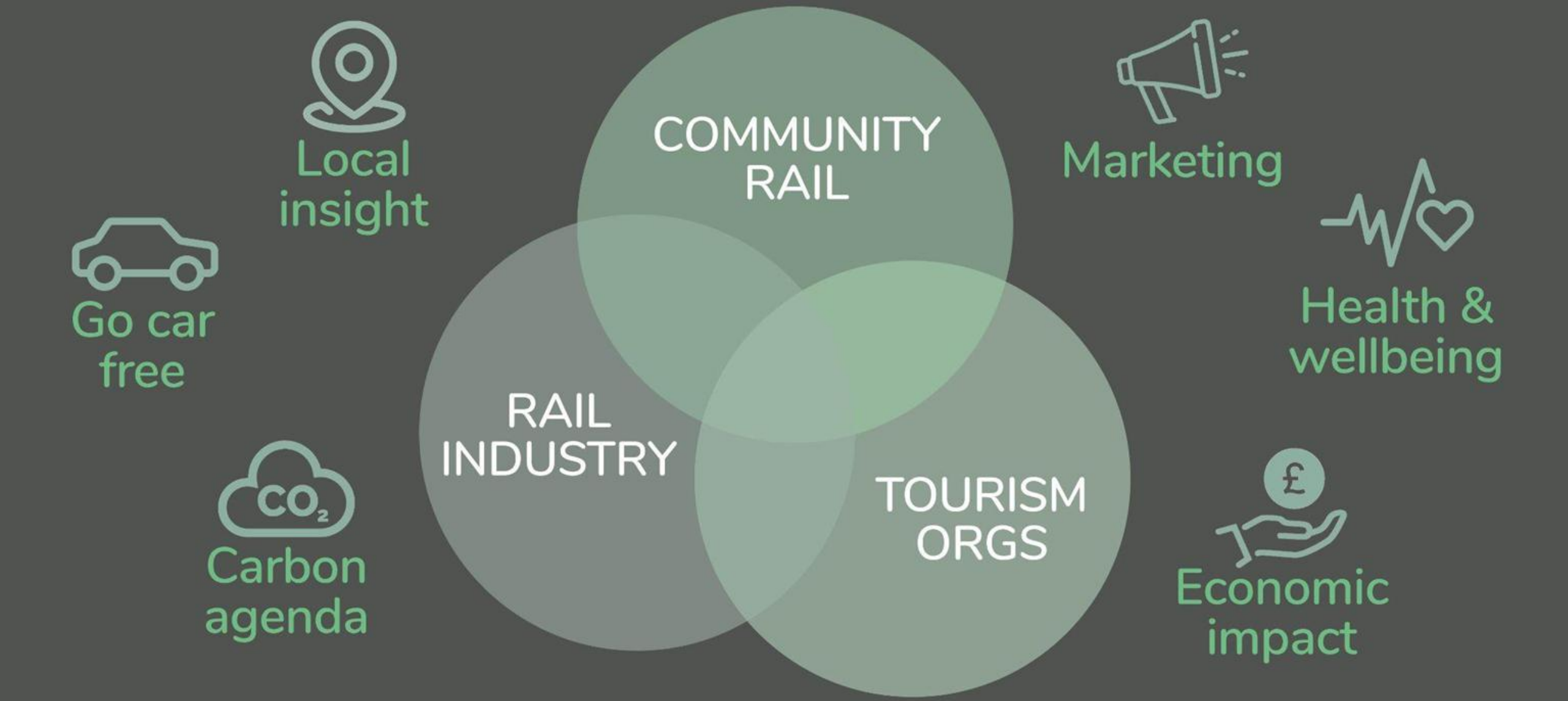
- 70 + Partnerships Nationally
- Underpinned by the Department for Transport's Community Rail Strategy
- Grassroots needs based approach
- Building an evidence base
- Influencing and representing local transport needs
- Supporting access to rail and sustainable travel for local people

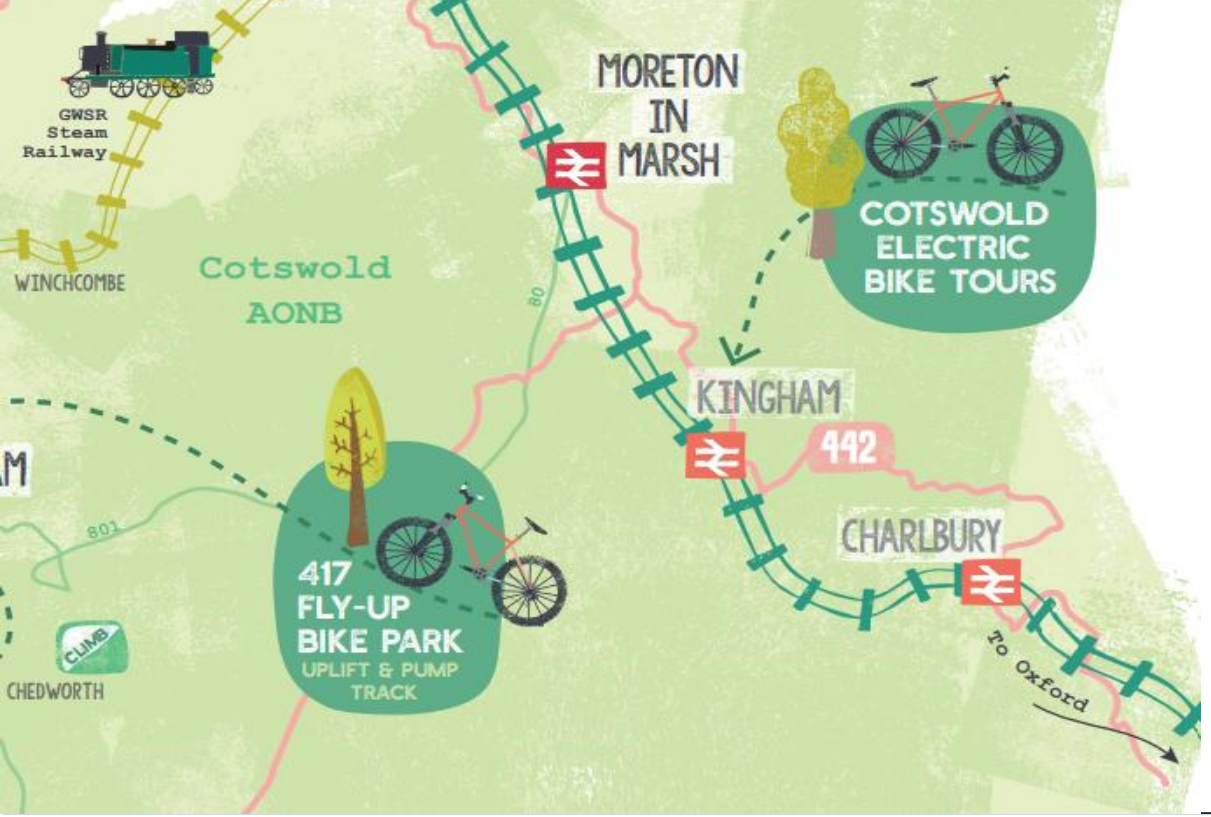


GCRP
Gloucestershire
Community Rail Partnership

OXCRP
OXFORDSHIRE
COMMUNITY RAIL PARTNERSHIP

PARTNERSHIP OPPORTUNITIES





Destination Cotswolds Case Study

Gloucestershire Visitor Economy

- £1 billion industry
- 12,800 Direct Jobs
- 23 Million Visitors per year
- 21 Million Day Trippers
- 81% visitor trips made by car

Cotswolds National Landscape AONB

- Globally recognised destination
- 16 Million Visitors per year
- Emissions from travelling dominated by:
  - Flying (48%)
  - Road fuel (41%)
- Of the remaining 11%, about half visitors' emissions are due to food and drink

✓ Proposing a 10% reduction every year to a target of just 7.5% of current emissions.

Local Challenges identified

- Limited integrated transport connections to rural nature sites in Gloucestershire
- Transport related barriers preventing equitable access, especially for young people and underserved communities
- Missed opportunities for rail integration to enable car-free visits to the countryside

Collaborative Approaches

Influencing change

- Trusted industry partner
- Reliable local voice
- Robust local data and evidence base
- Leisure products influencing consumer behaviours
- Strengthening the case for rail and influencing change both in the industry and for consumers

Providing a new perspective that challenges travellers to think differently & change certain behaviours.
Along the way, they create memories they will carry for the rest of their lives.

Hannah McDonnell

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