



Hereward Community Rail Partnership A Decade of Highlights

Looking back and celebrating
all we have achieved in our first 10 years!



This booklet sets out the key events and activities the Hereward Community Rail Partnership (CRP) has delivered and participated in during its first 10 years. We have set out highlights of what has happened along the Hereward Line each year from 2012 to 2022, to celebrate our 10-year anniversary.

What is the Hereward CRP?

The Hereward CRP is a collective of key stakeholders with a joint aim of encouraging the community to get involved in our local railway and stations. Our members include Fenland District Council, Train Operators, Town and Parish Councils, Network Rail, Rail User Groups and Community Rail Network.

The partnership focusses on the Hereward Line which runs between Peterborough and Ely and its railway stations at Manea, March and Whittlesea.

Our priorities are:

- Enabling local people to have their say about railways in their area.
- Promoting local rail services and stations to encourage greater use of the railway to travel both to and from our area.
- Engaging with train operating companies to identify service improvements.
- Making improvements to local stations.
- Working with and supporting the Hereward Line station adopters and adopter groups.

In this booklet we explain the work we have done through the years based on these priorities.



Hereward Line passenger numbers

A key indicator for the Hereward CRP success in promoting rail travel is increased station usage. The Office of Road and Rail (ORR) passenger number statistics show how station usage has changed during the Hereward CRP's first decade:

Station	Year 1 2012-2013	Year 2 2013-2014	Year 3 2014-2015	Year 4 2015-2016	Year 5 2016-2017
Whittlesea	23,494	26,938	26,102	28,456	30,474
March	350,246	357,864	378,586	386,610	395,950
Manea	2,898	3,694	10,794	12,020	13,452

Station	Year 6 2017-2018	Year 7 2018-2019	Year 8 2019-2020	Year 9 2020-2021	Year 10 2021-2022
Whittlesea	31,986	32,556	35,230	8,026	26,436
March	403,972	407,914	385,956	87,832	251,638
Manea	15,894	18,950	18,834	3,910	16,192

Each year's figures are shown throughout our anniversary booklet to highlight how community events and rail improvements have helped to grow station usage. This has been particularly successful where additional stopping services have been achieved. For example: Manea Year 2 to Year 3.

Unfortunately, in 2020 the rail industry was substantially affected by the global Covid-19 pandemic, resulting in a 77% drop in passenger numbers. During this period, Hereward CRP activities were limited.

Since Covid restrictions were eased in 2021, the Hereward CRP has been focussed on supporting and promoting the return to rail to bring passenger numbers back up to pre-Covid levels.



12th October 2012 - The Hereward CRP is launched!

We were officially launched on 12th October 2012 with an event held at March Station. Railway colleagues, community groups and local stakeholders including the Friends of March Railway Station (FOMRS) joined us for the occasion where our commemorative plaque was unveiled by our inaugural Chairperson the late Councillor Kit Owen.



2012 to 2014 - Manea Station access

Manea Station sits on the outskirts of Manea village. It serves Manea, Chatteris and the surrounding settlements but had limited options for access due to no parking facilities.

Hereward CRP started discussions with Fenland District Council engineers and key stakeholders about options to create a car park for Manea Station. Concept designs were developed to support this initial assessment work which was later used to bid for funding for this project.



In 2017, Cambridgeshire and Peterborough Combined Authority approved funding to design and build car parking and bus access facilities at Manea Station. Planning permission was granted for a site nearby, giving residents of nearby villages and Chatteris good access to the station. This project is part of the Fenland Stations Regeneration programme which also includes improvements at Whittlesea and March Station.

Station Usage: April 2012 to March 2013

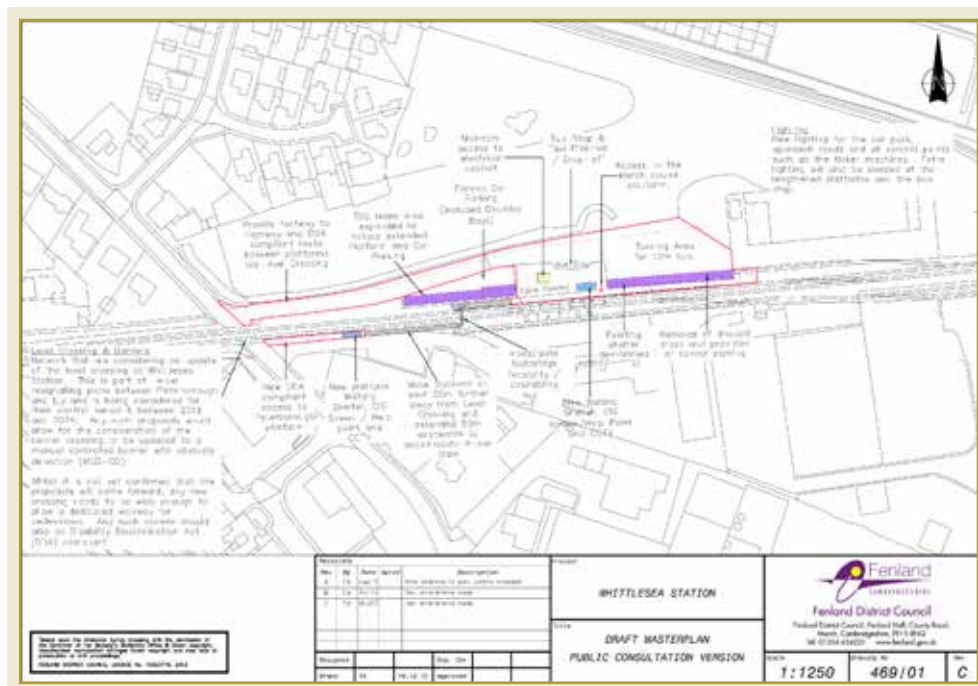
Whittlesea	23,494	March	350,246	Manea	2,898
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Source: ORR

July 2013 - Whittlesea Station Masterplan

Each of the Fenland Stations needed investment for improvements. Views from the local community, rail users and stakeholders were key to understanding exactly what was needed in each location.

Hereward CRP along with partner organisations started this work by setting out a high-level masterplan of schemes for Whittlesea and shared this with the public for consultation. These schemes were well supported, and with some additional recommendations from the public, this masterplan was adopted by Fenland District Council as part of its Fenland Railway Strategy.



What is a station masterplan?



A station masterplan is a set of proposals and recommendations to improve each station that is identified and supported by the public and stakeholders. Once adopted, a masterplan provides the basis to source funding to deliver the plan. Funding and delivery can be completed by approved organisations for rail; this could be a Community Rail Partnership, Local Council, Rail Industry colleagues or the private sector.

2013 - Hereward CRP hits the Internet



To promote and share details about the Hereward CRP and our work, a dedicated webpage was set up on Fenland District Council's website. This enabled more people to find out about us and allowed us to share updates instantly.

Prior to being online, information sharing and promotion of the group was reliant solely on articles in the local paper, direct engagement with stakeholders and word of mouth.

December 2013 - Manea service improvements

Services stopping at Manea increased from just two services in each direction per day to a two hourly service from Monday to Saturday. This was through the agreement of Greater Anglia stopping their Ipswich to Peterborough services and followed discussions and lobbying from many stakeholders, including Hereward CRP.

Prior to these service improvements station usage for Manea was around 3,000 passenger journeys per year.



January 2014 - Hereward CRP celebrates better train service



In honour of the new two hourly service, the Hereward CRP organised a poster competition for the children of Manea Community Primary School.

The excellent entries promoted rail travel and the overall winner was announced during a formal celebration event attended by key stakeholders and dignitaries. The event included a train trip to Ely and the children even got a tour of the Ely Station Control Room!

The winning artist also received a free rail ticket for their whole family. This was their winning entry.

Station Usage: April 2013 to March 2014

Whittlesea	26,938	March	357,864	Manea	3,694
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Source: ORR

2014 - Community notice boards at Manea



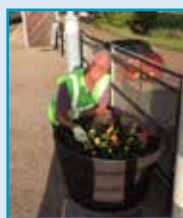
Hereward CRP funded and installed new notice boards on both platforms for the display of community news. This created a fantastic community link to the station



with local news kept up to date by the Manea Station Adopters.

Who are the Hereward Line Station Adopters?

Station Adopters are volunteers who agree a small programme of works every year with the train operating company responsible for the station. This includes making sure the station is clean and tidy, checking that information is up to date and managing areas that have become overgrown.



Volunteer adopters look after Manea and Whittlesea Stations and the adopter group Friends of March Railway Station (FOMRS) perform this service for March Station. More about all these

fabulous guys and girls and their achievements is featured throughout this booklet.

July 2014 - FOMRS Community Rooms at March Station



The disused and dilapidated rooms on Platform 2 of March Station were brought back to life by the Friends of March Railway Station (FOMRS) with

support from Greater Anglia and March Street Pride group. The old station service rooms were repaired over a couple of years and transformed into fabulous meeting and event rooms for the community.



To celebrate this amazing achievement Hereward CRP threw an opening event for the FOMRS to launch their new rooms.

2014 - Train timetables for Manea and Whittlesea

The Hereward Railway Line is served by three different Train Operators each with their own timetables. This can make understanding the train times from each station quite difficult. To resolve this, the Hereward CRP created individual timetables for Manea and Whittlesea which included all the services for each station in one place.



HEREWARD		MANEA STATION	
Monday to Friday		Timetable from 18 May - 24 November 2014	
Destination	Time	Destination	Time
London	07:00	London	17:00
London	07:30	London	17:30
London	08:00	London	18:00
London	08:30	London	18:30
London	09:00	London	19:00
London	09:30	London	19:30
London	10:00	London	20:00
London	10:30	London	20:30
London	11:00	London	21:00
London	11:30	London	21:30
London	12:00	London	22:00
London	12:30	London	22:30
London	13:00	London	23:00
London	13:30	London	23:30
London	14:00	London	24:00
London	14:30	London	24:30
London	15:00	London	25:00
London	15:30	London	25:30
London	16:00	London	26:00
London	16:30	London	26:30

These were so popular a credit card sized pocket version was also provided for Manea.

2014 - Whittlesey photography competition

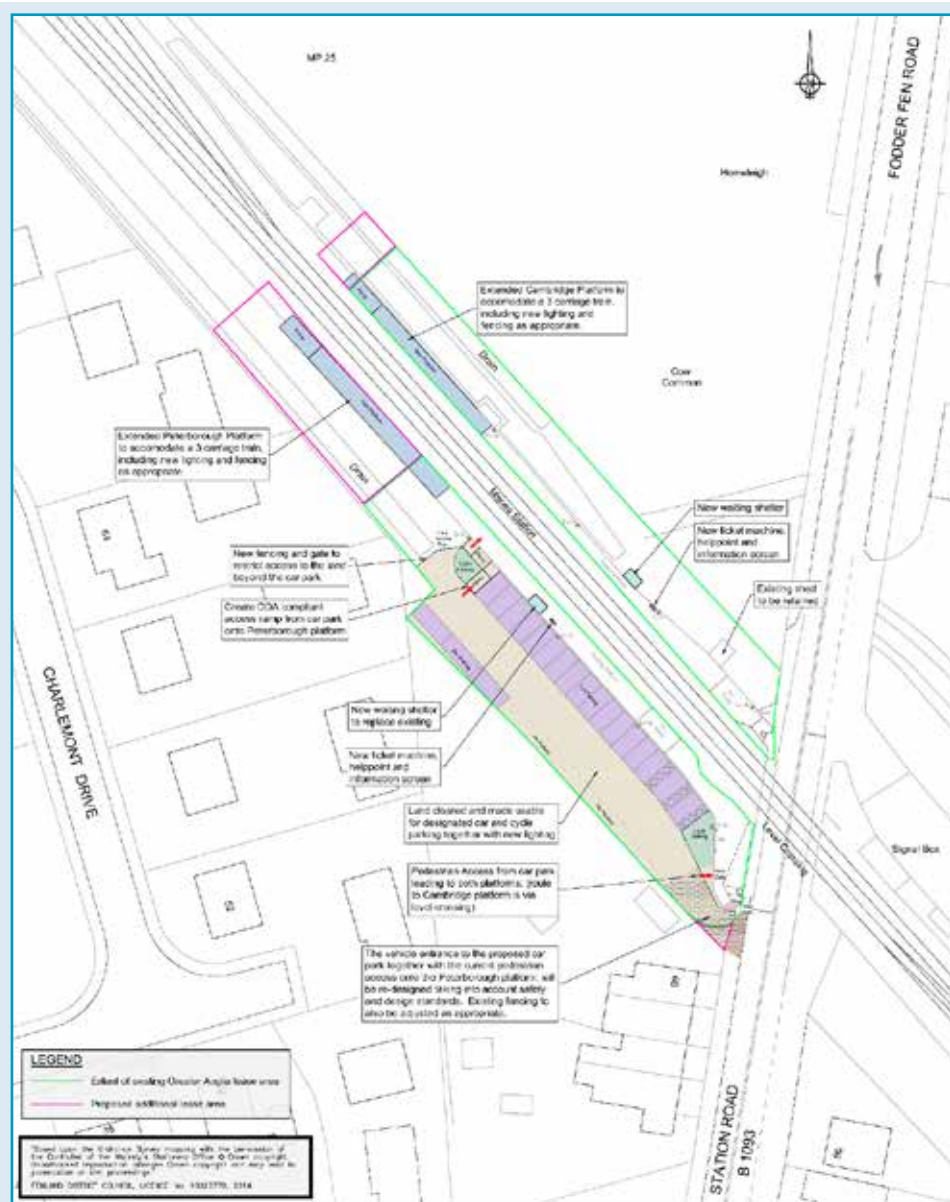
To promote Whittlesea Railway Station local residents took part in Hereward CRP's "Promote Your Station" photo competition. Wonderful images were submitted showcasing the amazing town and surrounding area that people can visit if they hop on the train to Whittlesea. Winning entries were proudly displayed at the annual Whittlesey Festival in September.



Whittlesea Railway Station serves the town of Whittlesey! The names are spelt differently but they are same place.

September 2014 - Manea Station Masterplan

Hereward CRP turned its attention to the development of a high-level masterplan of schemes for Manea and put this to the public for consultation. As with the Whittlesea plan, the schemes were well supported and with some additional recommendations from the public, this masterplan was also adopted by Fenland District Council as part of their Fenland Railway Strategy.



December 2014 - Community notice boards at Whittlesea



Hereward CRP and Greater Anglia funded new notice boards for platform 1 at Whittlesea station to include space for community events and news.

In September 2022 Essex and South Suffolk CRP helped us with ground radar services to

locate a site on platform 2 for another community notice board at Whittlesea Station. This was also funded and installed by Hereward CRP.



Station Usage: April 2014 to March 2015

Whittlesea	26,102	March	378,586	Manea	10,794
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Source: ORR

2015 - Anglia region Rail Franchise

Between 2012 and 2020, each operator along the Hereward Line was subject to its own Rail Franchise contract. These contracts were awarded by the Department for Transport (DfT) through a detailed bidding system. As part of this process key stakeholders were given the opportunity to provide input for the franchise specification and bidding company submissions. The Hereward CRP consulted the local community about their views and used their formal comments to help to secure the following as part of the new 2016 Greater Anglia Franchise:

- Ticket machines at Manea and Whittlesea.
- New help facilities at Manea and Whittlesea.
- CCTV, lighting and building improvements at March station.
- Improved and new cycle parking at all three stations.
- The two hourly service for Manea extended to include Sunday.

The CRP also completed substantial work on local priorities and evidence information to support other railway franchise competitions. This was included in responses to the CrossCountry (2020) and East Midlands Railway (2019) franchise consultations. Community rail core funding was achieved as part of the successful awards.



August 2015 - Longer platforms needed for Manea and Whittlesea (and footbridge)

Hereward CRP commissioned a feasibility study to understand the potential to lengthen the platforms at Manea and Whittlesea Stations. Short platforms create a barrier to enabling more services to stop at both stations. Access between platform 1 and 2 via the busy level crossing at Whittlesea also creates problems for rail users so a footbridge was also looked at as part of this work.

The study, delivered by ARUP, identified some options for taking these projects forward and recommended working with Network Rail as the next step. This study was used later to apply for further funding for this project.

September 2015 - Train service improvements for March

Hereward CRP worked with East Midlands Trains to get more of their Norwich to Liverpool services to stop at March Station. This provided better services from March by adding lunchtime, evening and extra weekend stops. This was agreed and added to the timetable in September 2015.

Hereward CRP promoted these new stops by producing a bespoke timetable specifically for EMR trains serving March Station.



December 2015 - Santa Train



Hereward CRP organised its first Santa Train event in 2015. Each child on the Santa Train was given a present from Santa and a goody bag. Grown-ups did not miss out on the festivities with all passengers offered a yummy mince pie.



Promoted through local posters and a press release, Santa and his helpers joined two scheduled Greater Anglia services between Peterborough and Ely. This enabled everyday users to enjoy the fun along with local families who made the trip specially to see Santa.

December 2015 - National designation

Designation status was awarded to the CRP by the Secretary of State, signifying the Department for Transport's approval of the CRP management and operation processes. It confirmed that the CRP adhered to the 2004 Community Rail Strategy, providing national recognition for the great work we do and enabling better access to support and funding.

Designation was replaced with Accreditation through the new National Community Rail Strategy in 2018.



March 2016 - 'Clean Up for the Queen' at Whittlesea



Hereward CRP and Whittlesey Street Pride Group, along with representatives from Greater Anglia, Network Rail and Railscape, joined forces to remove weeds and brambles

from behind platform 2 at Whittlesea Station. The work, which improved the station's appearance, was carried out as part of a wider 'Clean for the Queen' campaign for the Queens Jubilee.



2016 to 2017 - Marketing and Tourism Plan

The Hereward CRP's work to date had made some excellent progress around better services and identifying station improvements. The CRP's local events and activities had also been a great success to this point and received really good feedback. However, more needed to be done to raise the CRP's profile and promote tourism in the area. A Marketing and Tourism specialist was appointed to help with this, and a report and three-year action plan was set out and adopted.



Activities related to the Action Plan are detailed throughout this booklet.

March 2016 - Mad Hatter's Tea Party at Manea

Lots of fun was had by the children of Manea at the Hereward CRP's first Mad Hatter's Tea Party.

This was an event organised for local families with help from the community. A small team from the village hall committee helped with the sandwiches and cakes for the party and Manea School distributed the tickets for our free event, with all 100 'selling out' in only 48 hours!

On the day, the Mad Hatter arrived by train at Manea Station and gave the first clue to get the treasure hunt started. More clues were found along the route from the station to the village. The final clue was given by the Queen of Hearts hiding in the village hall where the fun continued with a raffle and 'mad minute' challenges involving star jumps or standing on one leg. Each winner enjoyed spot prizes and everyone ended the day with a lovely tea party.



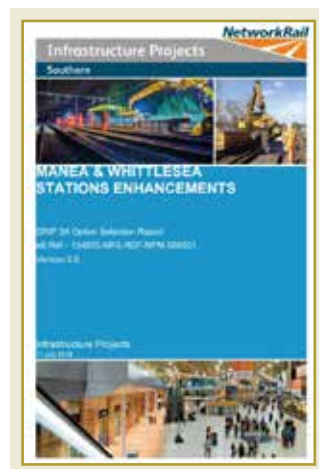
Station Usage: April 2015 to March 2016

Whittlesea	28,456	March	386,610	Manea	12,020
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Source: ORR

2016 - Network Rail get involved with platform lengthening (and Whittlesea footbridge)

Fenland District Council secured funding on behalf of Hereward CRP to commission a Network Rail feasibility study for the platform lengthening at Manea and Whittlesea. The official study evaluated the current set up at both stations and explored opportunities to make the platforms longer. This included looking at options for a footbridge at Whittlesea. The report identified the issues and risks around the project and options to manage these in order to deliver the project.



Throughout April and May 2017 the Hereward CRP shared the Network Rail options for each station with the public for consultation. The consultation events and online survey received lots of interest and the results showed the public were strongly in support of a preferred option for each site

Significant funding is needed to achieve these improvements including detailed work on a final design. Unlocking potential funding for this work is linked to wider railway improvements such as Ely Area Capacity Enhancements which would enable more passenger services along the Hereward Line.

Based on this Network Rail feasibility study, and the public support shown through the consultation, Fenland District Council and Hereward CRP continue to lobby for these works.



2016 - March Station Masterplan

Work took place by Hereward CRP to identify what improvements were needed at March Station. These were set out into a draft plan and shared with the public. The consultation took place throughout September and October with plans finalised and adopted by Fenland District Council as part of the Fenland Railway Strategy.



December 2016 - Santa Train

Another successful festive event was delivered by Hereward CRP. Children met Santa and received presents on board the train between Ely and Peterborough while grown-ups were offered mince pies. The well attended event encouraged more people to use the railway and was enjoyed by all.



Station Usage: April 2016 to March 2017

Whittlesea	30,474	March	395,950	Manea	13,452
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Source: ORR

2017 - Mad Hatter's tea party and treasure hunt at Whittlesea

Hereward CRP organised a second fun treasure hunt, this time at Whittlesea. Recreating the success of the Manea event from the previous year, the Mad Hatter with the first clue was met from the train. Further clues led the way to the town centre where the Queen of Hearts was hiding. The final clue was presented in Childers and a lovely tea party closed off the day.



Station Usage: April 2017 to March 2018

Whittlesea	31,986	March	403,972	Manea	15,894
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Source: ORR

June 2018 - Hereward's first promotional video



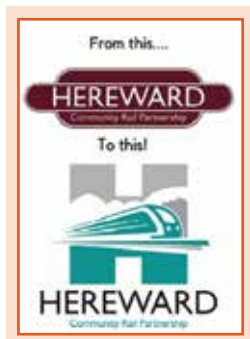
Hereward CRP worked with CrossCountry to develop a fantastic video showcasing the history of the Hereward Line and what it has to offer.

This project was funded by CrossCountry as part of a series of videos featured in their XC Community Hub Augmented Reality App. The video was also available to view through special posters and flyers where the footage would come alive if you held your phone over the image. This film can still be viewed online at herewardcrp.org.



October 2018 - Hereward CRP rebrand and relaunch

The Marketing and Tourism Action Plan identified a need to update the Hereward CRP brand and logo with something fresher, cleaner and a more modern feel. To achieve this the Hereward CRP, using funding from CrossCountry, commissioned a local company, Fine Design, to create options for a new logo. Three options were shared with the public who voted online for their favourite.



To launch the rebrand and unveil the new logo an event was held at Fenland District Council's main offices in February 2019. This was followed by members of the Hereward CRP and FOMRS travelling across the line to promote the new look. Teams travelled in pairs to Cambridge, Ipswich, Leicester and Ely, handing out free pens, bottles and tote bags showcasing the new logo along with the new Hereward Line Guide.



October 2018 - Solar lighting at Whittlesea

Urgent need for better lighting for pedestrian safety was identified in the Whittlesea Masterplan. An interim solution for this was achieved by the installation of solar lights through the car park and access road from platform 2.

More substantial lamp posts required more funding. These were installed a few years later by Greater Anglia. This has made a vast improvement to the station, making the station access safer and users feel more comfortable on darker evenings.



December 2018 - Line Guide and Train Timetable



The Marketing and Tourism Action Plan recommended creating a Line Guide to highlight some of the wonderful things to see and do locally. This incorporated the new logo and brand style. It is available in print at stations along the line and can be viewed online here.



A new, easy to read, bespoke timetable specifically for services to Whittlesea, March and Manea was also created. This built on the success of Pocket Timetables created in 2014.

Train services from Whittlesea, March and Manea

For any queries or to book your train, please contact the local railway office.

Use card: (Whittlesea) (March) (Manea)

Thank you for using the service. 10/10/2020

Train to	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Whittlesea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
March	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Manea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Whittlesea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
March	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Manea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Whittlesea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
March	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Manea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Whittlesea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
March	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Manea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Whittlesea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
March	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
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Manea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Whittlesea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
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Whittlesea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
March	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Manea	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
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January 2019 - Transport Champions

Using funding from CrossCountry's Community Engagement Fund, the Hereward CRP organised a free Travel Champions training session for local volunteers.

The session explained how to find out about local transport options and make better use of public transport whilst giving participants the skills to share what they learnt with others beyond the session. This training was aimed at encouraging and enabling more people to choose sustainable transport and was delivered by Sustrans.



Station Usage: April 2018 to March 2019

Whittlesea	32,556	March	407,914	Manea	18,950
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Source: ORR

2019 - Social media success



The Marketing and Tourism Action Plan recommended developing a stronger social media presence for the Hereward CRP. To achieve this, we shared all our events and activities through Fenland District Council's Twitter and Facebook pages with some phenomenal results:

- Reached top 50 local government tweets of the day.
- Single post reached 32,000 views.

June 2019 - Hereward Line link at Lowestoft

Hereward CRP partnered with our Community Rail neighbours in Norfolk to install a poster holder at Lowestoft Station, promoting the Hereward Line. In February 2021 Hereward CRP teamed up with Community Rail Norfolk once more to fund new notice boards at Ely and Cambridge Stations.



2019 - Hereward CRP events programme

To promote rail travel, the local area and raise the profile of the Hereward CRP, a series of events was planned across the rail network. These included being part of the countrywide CRP in the City promotion led by The Community Rail Network. This annual event is aimed at promoting sustainable tourism and travel for recreation on Britain's community rail routes.

The Hereward CRP held a stand at Peterborough Station to encourage people to explore our epic landscapes, coastal scenes, and sites of historic interest via the train. This was a fantastic day which also coincided with the launch of LNER's new Azuma trains, making it a great start to our event programme.

This event was followed by Hereward CRP stands at Ely, Ipswich, Norwich and Leicester.



July 2019 - Photography Display at Ely



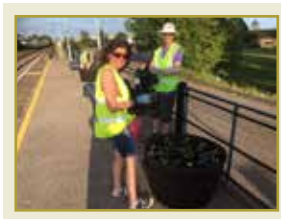
Hereward CRP helped to fund the installation of a striking display of local photographs in the waiting room of Ely Station.



In February 2022 Hereward CRP also supported the installation of glorious posters at Ely Station provided by Ely Tourist Information Centre (Visit Ely).

2019 - New seating and planters at Whittlesea

New benches were supplied and installed by Greater Anglia and complimented by planters funded by Hereward CRP. Station Adopters filled the planters with beautiful flowers also provided by Greater Anglia, creating a much-enhanced station for passengers to enjoy.



August 2019 - New bespoke waiting shelters



The Station Masterplans identified a need to replace the old, tired, draughty shelters at Manea and Whittlesea Stations.

Funded by the Fen Station Regeneration project and S106 developer funding, bespoke shelters to suit the narrow platforms were chosen by an online public vote and installed at Manea and Whittlesea stations.



December 2019 - New leaflet and video



Greater Anglia funded and helped to create a selection of media to promote our local area. This included:

- A leaflet about the Hereward Line's namesake, Hereward the Wake.
- A fantastic new video about the Hereward Line as part of their promotional series across East Anglia.
- A selection of professional images showcasing the Fenland landscape.

2019/2020 - Evidence study

The Hereward CRP in partnership with Cambridgeshire County Council contributed to an evidence study to consider future requirements for the expected new CrossCountry franchise. The report was completed by Amey Consulting and looked at the case for enhanced services in Cambridgeshire. The report has been used as part of ongoing discussions with the train operator and government to make the case for more stopping passenger services.

Celebrating Station Adoption

Our excellent Station Adopters along the Hereward Line have done an amazing job looking after the stations across the line receiving well-deserved recognition within the industry and beyond. Here are just some of the awards they have won at the Greater Anglia Station Adopter Awards over the years.

- 2014 - Judge's Special Award (Winner) - Manea Station (Peter Townrow)
- 2015 - Best Adopter Group (Winner) - FOMRS
- 2016 - Best Personal Contribution (Winner) - Adrian Sutterby (FOMRS)
- 2017 - Best Personal Contribution (Winner) - Max Mobius (FOMRS)
- 2019 - Best Newcomer (Winner) - Geoff Howes (Whittlesea)
- 2019 - Judge's Special Award (Winner) - March Station (FOMRS)
- 2020 - Judge's Special Award (Winner) - Manea Station (Peter Townrow)
- 2021 - Best Small Station (Highly Commended) - Whittlesea
- 2022 - Best Staffed Station (Highly Commended) - March



Anniversary celebrations for Friends of March Railway Station (FOMRS) (November 2019)

To celebrate the 10-year anniversary of the FOMRS, the Hereward CRP organised a lovely lunch and presentation for the members of the group.

Rail industry colleagues were keen to contribute to show their appreciation for all the hard work the group have put in at the station. They provided free trips on their services, funded refreshments for the event and Network Rail offered a tour of Cambridge Signal Box.



Station Usage: April 2019 to March 2020

Whittlesea	32,230	March	385,956	Manea	18,834
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Source: ORR

March 2020 - Covid-19 affects train travel

In the UK, 1738.7 million passengers travelled between April 2019 to March 2020. As Government declared a lockdown for much of the following year due to the Covid-19 pandemic, passenger figures fell to 387.9 million between April 2020 and March 2021. This was a massive blow to the rail industry.

The lockdown also meant that Hereward CRP events along the line had to be halted.



April 2020 - Fen Stations Regeneration: March Station

Using recommendations from the March Station Masterplan, Fenland District Council worked with Greater Anglia to develop options to update and reconfigure the internal layout of the buildings on platform 1. An online consultation was delivered by the Hereward CRP to seek public views about these options. A clear favourite was identified and used to develop the final design, making use of whole building, including disused and those falling into disrepair. This work was funded through the Cambridgeshire and Peterborough Combined Authority's Fen Stations Project.

In 2021 Greater Anglia commenced work to extend and improve parking facilities at the station and update and reconfigure the internal layout of the buildings on platform 1. This included creating more parking and access for buses and better, larger waiting facilities, toilets and booking facilities for travellers. Commercial space was created within the building footprint in the hopes of attracting café/shop business to the site. This work was completed in 2022 and a launch event was held where Mayor Dr Nik Johnson officially opened the new building and car park.

During the refurbishment long forgotten historical finds were also discovered in the roof space.



May 2020 - New website launch

To continue along the path of our rebrand journey, the Hereward CRP commissioned the development of a new website. Created by Tessellate, the website went live in April featuring a wealth of information about the Hereward CRP and our local line alongside community news and events.



December 2020 - Station wayfinding for Manea, March and Whittlesea

Funded through the Community Rail Network, the Hereward CRP commissioned a Cambridgeshire County Council audit to identify gaps in walking and cycling signage to each station. New signs were included within this commission to connect routes and improve wayfinding to each station.



February 2021 - Lives on the Lines podcast

Greater Anglia commissioned a series of fantastic podcasts creating audible journeys along each of the lines across East Anglia. Hereward CRP assisted with the 'Fens, Bears and Eels along the Hereward Line' episode which featured one of our committee members and our Whittlesea Station Adopter. These guides were shared online and enabled people from everywhere and anywhere to listen to descriptions of our



wonderful area as told by the fabulous people who live and work across it.

Later that same year, Hereward CRP and Greater Anglia celebrated some great successes at the Community Rail Annual Awards - with first place for Best Marketing or Communications Campaign going to Greater Anglia for the Lives on the Line podcasts. This was followed with a second place award in the same category for Hereward CRP's March Station Improvements Online Consultation.



March 2021 - Hereward joins Instagram!

Increasing our online presence, Hereward CRP joined Instagram. Our account is used to regularly share photos of our iconic area and the activities we take part in. This helps us promote our work and rail travel throughout the Fenland area to a wider audience. **Follow us at @HerewardLine**



Station Usage: April 2020 to March 2021

Whittlesea	8,026	March	87,832	Manea	3,910
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Source: ORR

Spring/Summer 2021 - Station name signs for Manea, March and Whittlesea

Using Community Rail Network funding, Hereward CRP commissioned the replacement of the old, tired names signs at each of the Fenland stations with bright, shiny new ones. These incorporated our Hereward CRP logo to highlight us to everyone visiting or passing through our stations.

In 2022, Hereward CRP extended this signage to include Ely Station. This was delivered alongside the extensive Greater Anglia work to improve the station entrance and booking office.



2021 - Ely Junction upgrade consultation

Hereward CRP and Fenland District Council responded to the Network Rail consultation regarding proposals to upgrade Ely Junction. Our response highlighted the importance and urgent need for the upgrades to allow more trains to run along our line to create better more frequent services to encourage and enable more rail use.

Capacity improvements are essential to enable Greater Anglia to deliver their commitment to make the Ipswich - Peterborough service hourly.



September 2021 - Better services for Manea



Through continued discussion and lobbying from a number of partners, including Hereward CRP, additional stops were agreed by CrossCountry to provide much needed service improvements for Manea Station. CrossCountry trains now stop at Manea four times a day in each direction.

December 2021 - March Christmas Market

Hereward CRP restarted its events programme with a stall at this popular annual event. Goodie bags with rail themed activities were handed out to children. Grown-ups were engaged in conversations with the team about their views, rail experiences and the Fen Stations Regeneration work at March Station.



Station Usage: April 2021 to March 2022

Whittlesea	26,436	March	251,638	Manea	16,192
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Source: ORR

August 2022 - Wayfinding monolith at Whittlesea

With funding provided by Cambridgeshire County Council, Hereward CRP commissioned a wayfinding monolith to help passengers navigate their way around the station and to get to the town centre. This impressive and handy feature also includes a fantastic walking and cycling map of the area.



August 2022 - Village map for Manea



A bespoke map showing the main features of Manea village was funded and developed by Hereward CRP. The map promotes things to do in the area and helps visitors find their way around the village.

A lectern to display the map was kindly donated by Manea Parish Council and installed at Manea Station.

October 2022 - Fenland Stations Regeneration: drone video

To showcase the dramatic changes achieved at March and Manea Stations through the Fenland Stations Regeneration work, a specialist drone company was commissioned to capture footage of the carpark works throughout the project. This gives a dramatic bird's eye view of the improvements and can be viewed on the Hereward CRP website.



2022 - 2023 - Hereward Line photography



Lots of fabulous new promotional literature, videos and articles have been developed by the Hereward CRP as a result of the Marketing and Tourism Plan. A challenge for this has been sourcing new and eye-catching images showcasing the area and activities we want to encourage. As a result, the Hereward CRP commissioned a local photographer, Dave Porter, to provide a series of images over a 12-month period for use in future publications.

October 2022 - Anniversary celebrations “Herewards are Go!”



The Hereward CRP celebrated its 10th anniversary with a fun, multi-station and train “Herewards are Go” event on Wednesday, 12 October.



The Hereward CRP team decked out all 5 Hereward Line stations (Ely, Manea, March, Whittlesey and Peterborough) with bunting created especially for the event.



Special anniversary biscuits were baked in readiness, and these were handed out to passengers and stations users by the CRP team with help from Station Adopter volunteers and Community Rail Network and Greater Anglia colleagues. Getting into the spirit of celebration, the team wore branded party hats and banners and set out across the Hereward Line.



Hereward CRP stands were held at Peterborough and Ely stations kitted out with supplies of biscuits and Hereward Line Guides and other Hereward CRP goodies. Visitors were also encouraged to help colour 10th anniversary montage posters at each station - with a friendly rivalry developing amongst the team to compete for which station could colour the most.



Throughout the morning a small contingent of the team travelled along the Greater Anglia train services, chatting with passengers about the line, the improvements it has seen over the past ten years, and the local area that can be explored by train. On-board passengers were also provided with Hereward Line Guides, CRP goodie bags and an anniversary biscuit to join in with the celebrations.





A fantastic time was had by all!

Station Usage: Data for April 2022 to March 2023 was not available at time of print.

What is next for the Hereward CRP?

We have already had a busy spring 2023 launching the following projects:



A brand-new **Transport Planning Guide** for Local Communities - This is a guide for anyone who is interested in transport solutions in their local community, including residents and local council representatives. The guide was produced by the Hereward CRP in collaboration with Cambridgeshire ACRE and funded by CrossCountry.



To view please scan this QR code



An online **Think Travel Tool** - This is an online tool that tells people more about different types of transport and their effects on peoples health and the environment. The tool is embedded in the Hereward CRP website and includes a handy calculator that shows people details about carbon emissions and other factors about specific journeys.



To view please scan this QR code



A spectacular **“Hereward Through the Seasons”** Promotional Video - This short film promotes the line between Peterborough and Ely during the winter season and shows spectacular aerial views of our wetlands and waterways.



To view please scan this QR code

And we have continued our programme of community events by:

- Attending a rather rainy but fun Whittlesey Straw Bear Festival in January.
- Creating fabulous Hereward CRP and rail related ‘scales’ for March’s St George’s Festival dragon.
- Joining our East Midlands Railway CRP colleagues at Nottingham station for Community Rail in the City.



We also have a vast array of future projects which include:

- Creating a full season promotional video with footage throughout all the seasons to build on our winter video.
- Expanding our CRP station remit to include Ely and Peterborough.
- Supporting Ely’s ‘Fixing the Link’ Project.
- Developing a new Marketing and Tourism Strategy for 2024 - 2027.
- Creating walking and cycling maps to promote active travel and encourage access to our railway stations by foot and bike.

To keep up to date with our projects, events and activities and for current community, rail and Hereward Line news visit herewardcrp.org or follow us on Facebook and Twitter (#HerewardLine) and Instagram (@HerewardLine)



Railway partners



Our local partners



The Hereward CRP would like to say a special thanks to everyone who has been involved in the CRP over the past 10 years, particularly the station adopters, Management Board members and all those who have taken up the role of Chairperson. Over the years the post has been held by the late Kit Owen, the late Ralph Butcher, Cllr Simon King, Cllr David Oliver, Paul Nelson and Cllr Chris Seaton.

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