FENLAND DISTRICT COUNCIL
PRESS RELEASE

October 22, 2018

Full steam ahead for new rail partnership logo

A community partnership which helps to deliver railway improvements in the Fens is on track to improve its own identity – and is asking residents to have their say.

The Hereward Community Rail Partnership (CRP) aims to connect the local community with local rail, helping people to make the most of the Hereward Line stations in Manea, March and Whittlesey, and encouraging them to have their say over their future development.

Now, six years after launching, the CRP has received funding from train operator CrossCountry to commission a new logo that will help raise awareness of the partnership and the work it is doing to promote rail in the Fens.

March-based graphic design firm, Fine Designs Ltd, has created three logo designs – and now residents are being invited to vote for their favourite in an online poll running from October 22 to November 19.

The Hereward CRP is managed by Fenland District Council with a steering group of local authority and rail company representatives, and is made up of a wide variety of local organisations including Cambridgeshire County Council, Whittlesey Town Council, Manea Parish Council, March Town Council, Greater Anglia, CrossCountry, East Midlands Trains and the Peterborough, Ely and Norwich Rail users’ group.

The partners deliver a range of community engagement and promotional activities to encourage people to get involved in the railway, and work alongside train operators to bring about improvements, and bring stations back to life.

A number of developments are already underway and in the pipeline at Hereward Line stations, which are being delivered by Fenland District Council on behalf of the CRP with a £9 million package of funding from the Cambridgeshire and Peterborough Combined Authority and Section 106 funding.

The CRP works to keep the community informed of these developments, most recently conducting a public consultation on plans to extend the platforms at Manea and Whittlesea railway stations and provide a footbridge linking the platforms at Whittlesea.

New solar powered lighting was also installed at Whittlesea station this week after CRP feedback showed it to be one of the top requests from passengers using the station.

Councillor David Oliver, Fenland District Council's Portfolio Holder for Transport, said: “It’s a really exciting time for the Hereward Community Rail Partnership as we look forward to seeing significant investment in our stations and improved services resulting in better passenger experiences across Fenland.

“It therefore seems a great time to refresh our logo to make it more identifiable and easy to recognise, and only right that the community we serve gets to choose it.”
CrossCountry Commercial Director, Ben Simkin, said: “We are delighted to be helping the Hereward team choose a new logo to reflect the work they are doing to promote rail travel in the Fens.

“Community Rail Partnerships play an important role in bringing Britain’s railway and the places it serves closer together. An easy to recognise identity will boost awareness of the partnership and help people see its continuing successes in promoting rail use and the benefits it brings to the region.”

- Vote for your favourite logo – a, b or c – at: www.fenland.gov.uk/herewardcrplogo The chosen logo will be announced in early 2019.

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For more information contact Fenland District Council press office on 01354 622226