

Greater Anglia Social Value Report.

2023-24





GA bi-mode trains at Norwich station

Introduction

What is Social Value?

This is Greater Anglia's second Social Value Report. As a train operator, what we do has a significant value to, and major impact on, not just our customers and our employees, but also our industry and on wider society. This report outlines the impact we have on our local communities, the environment, and the economy, and highlights our social value activity for 2023-24. We are very much aware of our responsibility in supporting the social and economic prosperity of the region we serve, in addition to delivering service enhancements and increasing customer satisfaction for our passengers. In a period where we are still recovering from the pandemic, navigating through challenging economic conditions and charting a course to help the country achieve its net zero targets, we have an even greater role to play in both encouraging people back to rail again and helping our region play its part in the sustainable development of the UK.

In this report, we outline how we have been making progress in the key social value areas identified by the Rail Safety and Standards Board (RSSB), which the rail industry uses to illustrate its progress and impact on the communities it serves.



Flowers and a Class 720 train at Witham station

Rail Social Value Tool

The Rail Social Value Tool (RSVT) has been developed to provide a collective and consistent method for understanding and measuring the social impacts of organisations, projects and programmes across the rail industry and its supply chain. In 2018, RSSB research identified 10 key social value areas for the rail industry as follows:

- Community safety
- Accessibility
- Employment and skills
- Social inclusion
- Diversity and inclusion
- Health and wellbeing
- Employee engagement
- Customer satisfaction
- Regeneration
- Local and sustainable procurement

This report outlines the activities undertaken and progress made by Greater Anglia in each of those areas during 2023-24.



Transport Safety Officers at Chelmsford

Community Safety

Safety is our number one priority. It is at the heart of everything we do, both in ensuring the safety of our customers and employees, but also in the impact of our operations on wider society.

As well as working to deliver a safe railway, we also work collaboratively with colleagues at Network Rail and other partners, including Community Rail Partnerships, to raise awareness of rail safety issues and ensure we minimise the risks linked to our operations on the communities we serve and pass through.

On core safety measures, results for key areas in the calendar year 2023 were slightly over our target for the core measures of customer accidents (236 v 200) and colleague accidents (92 v 90) but they are similar to pre-pandemic levels and, given the increase in passenger numbers, as the recovery from the pandemic gathered pace, they represented a good ongoing safety record and one we are fully focused on maintaining and improving further.

Looking more widely we have undertaken a range of projects to help highlight and improve community safety. We work with our Community Rail Partnerships (CRPs) on raising awareness of safety issues. For example, Essex and South Suffolk CRP undertook a number of safety talks during the 2023-24 year to build awareness of rail safety issues.

Another area of attention is our work with the Samaritans and the Railway Mission to help raise awareness of support for people with challenges, stresses and personal concerns. This work not only supports those directly involved but can also help prevent trespass and instances of fatalities, which can have wider impacts on those both directly and indirectly affected by them. One example is that 780 members of GA staff have now undertaken training with the Samaritans since 2012. In addition, we joined with the Samaritans to support their annual "Brew Monday" event, where they visit stations in January to highlight the benefits of talking to others and staying connected with people. We also worked with the Samaritans on their "Small Talk Saves Lives" initiative.

A key champion of further progress for us in this area has been our Safeguarding and Trespass Prevention Manager, Georgia Payne. Georgia joined us from British Transport Police, where she worked as a vulnerability researcher. Her role has focused on prioritising safeguarding of vulnerable individuals who travel on the network and work towards our accreditation under the Safeguarding on Rail Scheme. We've also installed anti-trespass measures, such as additional fences, gates and witches' hats (rubber spikes on the ground which deter people from accessing the track) at several stations, to help keep people safe.

Two other notable initiatives are worth highlighting. Last June saw the return of Rail Pastors to our network, who patrol throughout the day and into the evening, visiting stations and boarding trains and helping anyone who is vulnerable, distressed, or in need of some assistance. They can help people access any support services they may need, such as counselling. In addition, we are part of a year-long trial of Transport Safety Officers (TSOs) in Essex, in a partnership project, launched early in 2024 with local authorities, fellow train operator c2c and local bus companies, and funded by the Department for Transport. Their main role is to enhance safety on the network, patrolling targeted routes and locations, addressing anti-social behaviour, and promoting safety for all passengers. While the primary focus of the TSOs is to engage and educate, they also possess enforcement powers, including the authority to issue fixed penalty notices for specific anti-social behaviours.

A further example of our actions in this area is our participation in the Rail to Refuge scheme, which sees train companies across the country provide free train travel for survivors of domestic abuse. Survivors are supported by Women's Aid Members Services and when they are offered a refuge place, the service can book the ticket(s) they need, with train companies covering the cost. Tickets are also provided for their children, if required. They can be used as e-tickets on a phone or can be picked up from stations with a debit or credit card. The scheme allows survivors to board a train and travel without having to explain their situation to anyone.

We will keep on working on community safety issues to keep our railways safe for those who use them, work on them and are affected by them.



An accessible GA bi-mode train at Ipswich

Accessibility

Making our trains, stations and services more accessible is a key priority for Greater Anglia. Over the last year we have continued to make significant steps forward in this area.

One of the most notable and noticeable improvements in accessibility is the introduction of our new fleet of trains. Every single train at Greater Anglia has been replaced with brand new ones in a £1.4 billion investment programme which sees every service now operated with a new train. All the new trains are much more accessible, brighter and easier to use than the trains they replaced. In addition, the regional bi-mode, intercity and Stansted Express trains also have low floors and retractable steps, which enable level boarding at the majority of stations they serve. This transformative approach sets a positive benchmark for future trains built for the UK rail network.

Through the leadership of our Accessibility Manager, Rebecca Richardson, we are always working to improve every other aspect of accessibility across our network. To inform, shape and advise on our plans we have an Accessibility Panel, which is a group of experts with lived experience of a range of accessibility issues, who can guide us on how we best make further progress.

Training for our employees on key accessibility issues forms part of their induction process. In addition, a separate programme for our colleagues is provided to increase awareness of the needs of different customers and how best to support them. This programme is provided by a trainer with lived experience of accessibility needs and the issues that relevant when making rail journeys. A new round of refresher training covering the latest issues is also underway, plus we are providing briefings for colleagues on the impact and obligations relating to Equality Impact Assessments which are now a key part of any changes or improvements to the services we provide.

Recognising that information provision can be a major factor in people's journey choices and confidence about making a train trip, we now have 16 online virtual tours for some of our most important and busiest stations, enabling customers planning a trip to understand the layout and facilities at the stations. We have now also launched similarly helpful "virtual train tours" as online guides to the layout and facilities on-board all of our new trains.

An ongoing programme of station accessibility upgrades has been continuing, ranging from substantial projects such as new lifts currently being installed at Billericay and Chelmsford and plans underway for a new accessible footbridge with lifts at Stowmarket, to smaller scale initiatives such as assistance meeting points at some stations and floor vinyls in certain locations to indicate the size of buggies that can be carried on trains.

We also continue to refresh and enhance our Accessible Travel Policy, as well as participating in other national schemes that support accessible travel, such as information cards for customers supported by assistance dogs and the sunflower lanyard scheme for customers with non-visible disabilities.

Finally, in a positive partnership initiative, we donated some accessible ramps, which were unsuitable for use with our new trains, to the North Norfolk Railway, where they could be re-used to improve accessibility for passengers using their services.

We will keep on working to make our services more and more accessible.



Accessible travel on a new GA train



GA Customer Help Point

Employment and skills

As the principal train operator for much of East Anglia, with over 2800 employees, we offer a range of employment opportunities in a wide selection of roles and disciplines across the region. Greater Anglia is a great place to work, with jobs including drivers, operational controllers and train planners; customer service roles on stations, on trains and in customer relations; engineering roles helping to maintain the train fleet; train and station presentation; human resources; finance; marketing; public, media and stakeholder relations; social media; procurement; safety and environmental management. It's a fascinating industry which contributes significantly to people's lives, the economy and the success of the region and the wider nation.

As a result, there are great job prospects and opportunities to undertake a fulfilling and rewarding career in a real breadth of business roles. We have train maintenance depots in Norwich, Clacton and Ilford; HQ and support offices in Stratford, Shenfield, Chelmsford, Colchester, Ipswich, Norwich and Cambridge, and traincrew based at locations all across the region.

We engage with educational establishments across the region to help raise the profile of rail as a sector with excellent career choices and we offer traineeships to young people with no/limited work experience, with exciting initiatives such as a Customer Service Traineeship programme for 16–24-year-olds. We also collaborate with Job Centre Plus locations within the community that GA serves. In addition, we offer apprenticeship opportunities for both those joining us and those already with us.

As a significant industry encompassing many skillsets there are plenty of chances to progress within the sector or, as many of the skills are transferable, take advantage of opportunities in other areas.

There are then many ways in which employees can further develop their skills through vocational training or academic qualifications at a range of levels, appropriate to their area. Many disciplines also have trade bodies or associations which provide independent certification or accreditation marking levels of expertise or achievement in a given field.

Talent development and mentoring are at the heart of our approach, and we seek to encourage everyone to develop and progress in ways that suit them.



GA customer service trainees at Liverpool Street



The "4 trains per hour" frequency for Stansted Express services was reintroduced in December 2023

Social inclusion

At Greater Anglia, we're acutely aware of the impact our train services have on local communities and the ability for people to access work, education, shops, entertainment and many other services or support that are integral to the way they live their lives. We therefore work closely with a number of organisations to ensure that, as far as possible, our services reflect and respond to local needs and aspirations.

We do this by liaising closely with local authorities, rail user groups, statutory rail watchdogs and business organisations to help guide timetable development. For example, we worked with GTR to enable the best spread of services between Kings Lynn and Ely, Cambridge and London from May 2023 onwards, in line with feedback from local representatives, and also delivered the return of 4 trains an hour, 7 days a week between London and Stansted Airport in December 2023, which benefits not just air travellers, but London commuters and workers at the airport. Over time, we have also sought to improve service frequency on regional routes in general, on Sundays and later in the evening, where practical, to maximise people's access to local services and employment.

We also have an Integrated Transport Forum which provides coordination between us and local authorities, bus operators, other transport operators and cyclists groups on creating the best possible public and integrated transport links to and from stations, as well as our Stakeholder Advisory Board that provides input on priorities and actions in matching services to the needs of our region.

Another way in which we stay close to key local needs is through our Community Rail Partnerships (CRPs) - Essex and South Suffolk (which covers 6 different lines), New River, East Suffolk, Bittern, Wherry and Hereward - which both provide input on local service issues and organise initiatives themselves which support local communities and specific groups. In the last year alone, the Essex and South Suffolk CRP organised specific events to encourage train travel, including one to support refugee familiarisation, a "try a train" event for young and disadvantaged travellers and a Dementia Friendly train, and the Wherry Lines CRP arranged an Evacuees Reunion event, a Holocaust Memorial event, a Kindertransport anniversary event and a new Lowestoft Men's Shed initiative, along with numerous community events in the community hub in the old parcels office at Lowestoft station (in partnership with the Lowestoft Central project).

Meanwhile, the New River Line CRP led the St Margaret's station waiting room refurbishment project - with a stunning mural on the wall and a book swap library; the Hereward CRP held a community coffee morning at March station and the East Suffolk Lines CRP ran a Great Garden trail event, helped celebrate the 125th anniversary of Felixstowe station; promoted a Clean Air day, supported the provision of special services linked to the First Light Festival and arranged school days out (including to the Lowestoft pantomime) and Christmas event trains.

The CRPs, along with our volunteer station adopters, of whom we now have over 330 covering over 125 of our stations, and colleagues across GA, also provide insight on local issues which can inform timetable adjustments, e.g. around students travelling to school, or where additional capacity or trains might help support local events. On occasion, special initiatives may be initiated by local staff to help local causes, such as some stations on our West Anglia have collections to support children in local hospitals.

Another way we support our communities is through help for charities in our region. At the end of April 2023, we ran a special charity train tour to mark the end of the use of our older Class 321 trains, with the money raised going to East Anglia's Children's Hospices, Havens Hospices and The Railway Mission. We also donated rail tickets as raffle prizes for a number of charity auctions.

We will continue to do all we can to support social inclusion across our network and provide services that support that aim.



Class 321 Farewell at Walton-on-the-Naze



Pride-liveried Class 720 train with driver Martin Burr and trainee driver Jason Winstanley

Diversity and Inclusion

GA is committed to being an inclusive employer, so we continue to monitor, review, and enhance recruitment practices, ensuring inclusivity is embedded throughout every stage of the process, working with external experts to assist with the attraction and recruitment of diverse candidates in line with the communities we serve. We have an annual Diversity and Inclusion (D&I) action plan which focuses on recruitment of under-represented groups with actions such as using diverse job recruitment channels, reviewing language in adverts and application templates and enhancing the e-recruit system to anonymise CV's and applications. We also continue to analyse new entrant diversity statistics focusing on gender, age and ethnicity across departments and geographical locations.

Through ongoing engagement and close partnerships with diverse suppliers we are also working to establish a positive presence on relevant websites to offer potential candidates an insight into the inclusive culture of our business.

Another example of our approach is our Greater Together programme, initially for senior managers, to enable them to be more confident, aware and effective in the way they support and manage D&I issues in the workplace, with over 250 individuals who all lead teams across the business attending sessions that help them become more capable in this important area.

Making GA a more diverse and inclusive organisation covers both how we recruit people (and how people feel about us as an employer) and then how welcoming and positive GA feels as a place to work. One area of focus has been on encouraging female applicants for roles which traditionally have predominantly been undertaken by male employees, e.g., train drivers. We have worked hard to highlight the opportunities presented by driving roles, running special events to give colleagues the chance to find out more about the role and with contributions from women who have already been train drivers. We've also promoted that opportunity externally to help change perceptions about that role and other opportunities within Greater Anglia and the wider rail industry.

Similarly, for existing female employees, we have a Women in Rail group, which helps to highlight and reinforce the potential for women to undertake all types of roles at all levels in our organisation. We also ran a special event for female employees to coincide with International Women's Day and highlighted how roles such as train driving are attractive career choices for women (contrary to traditional perceptions).

A further way in which we have been supporting inclusion is our work with Employers for Carers, the organisation which supports employers in creating a supportive and inclusive workplace for staff who are, or will become, carers and to make the most of the talents that carers can bring to workplace.

In addition, we have a number of trained mentors and mentoring relationships in place to support the development and potential of our colleagues.

Other notable initiatives in the last year saw a new GA train receive a special "PRIDE" livery to highlight that GA is a welcoming place for the LGBT+ community and, later in the year, another new train gain a "Celebrating black history" livery - to both mark Black History Month and inspire confidence across both the GA workforce and GA passengers that they can be who they really are on both the GA network and in wider society in general.

As well as making a GA a diverse and inclusive place to work, we are also working to ensure that travelling with GA feels welcoming and inclusive, both through training programmes for our frontline teams and in reviewing how our trains and stations operate and how we communicate with our customers.



Celebrating Black History - train livery event



Westerfield wildlife garden with station adopter Sandy Burn

Health and wellbeing

GA is committed to prioritising the health and wellbeing of staff, customers, and the communities we serve, so we have a health and wellbeing strategy focused on that aim.

For our staff this focuses on a number of areas. Firstly, the importance of supporting and recognising the health and wellbeing of colleagues is reinforced throughout the way the company is operated. That includes regular check-ins with colleagues to check that they are ok, along with support and assistance with issues that maybe causing them concern. That can cover a wide range of situations from professional or personal stress to personal illness (or that of close friends or family), to financial worries.

In addition, we have support programmes in place for employees who may experience difficult situations at work – an obvious example being the support and welfare programmes for drivers involved in traumatic events whilst driving a train, such as striking a road vehicle that has ended up for whatever reason on the track in front of their train.

We also regularly review the condition, layout and facilities at our workplaces, as these can have a tangible impact on individual's health and wellbeing.

For customers, as well as ensuring we run a safe railway, we are often highlighting some of the great days out you can make by train and the ways in which travel enables you to either make the most of time spent commuting to and from work, or make it easier to do some of the things you enjoy, with days out to the coast or shopping or to London to see a concert or a show. In those and other ways, train travel can help improve customers' wellbeing – even it's just looking out of the window at some of East Anglia's lovely countryside.

Another way in which we support wellbeing is through the work of our station adopters who volunteer to help make our stations look even more attractive gateways to the communities they serve.

Their efforts in creating beautiful flowerbeds or planters or undertaking other projects to improve the appearance of the stations not only provide them with healthy exercise and personal reward from seeing the impact of their hard work, but also add to the wellbeing of customers and residents who pass by or through some really charming stations. In the last 12 months we extended our Wildlife Friendly Stations accreditation scheme with regional wildlife trusts to encourage and mark the work of adopters to support biodiversity at our stations – something that also gives pleasure to many rail users – so 19 stations are now accredited.

Our Community Rail Partnerships (CRPs) also undertake activities to support health and wellbeing. Good examples include the "Dementia Trains" run by the Essex and South Suffolk CRP to enable those with dementia and their carers to enjoy a trip by train, to guided walks by the East Suffolk Lines CRP, to the previously mentioned Wherry Lines CRP community events at Lowestoft station, and promotion by the Bittern Line CRP of community events on the North Norfolk Railway – all positive events for people to enjoy.

We will continue to focus on the health and wellbeing of everyone connected with the railway.



South Woodham Ferrers station adopters with Essex and South Suffolk CRP colleagues



GA International Women's Day event

Employee Engagement

Our employees are integral to everything we do and engaging with them effectively is at the heart of the way Greater Anglia operates. We want our colleagues to feel proud to work for GA and to enjoy working with our organisation. How we engage with them is therefore crucial to achieving that aim.

As well as regular check ins with their supervisors or managers, we undertake a number of activities to build engagement, relationships and alignment across the organisation.

Classic regular internal communications activity includes weekly briefs, special briefs, a quarterly magazine (GA Focus), online events, an interactive intranet site (Fuse) with the online social options and conferences or special events bringing together larger groups of colleagues.

In addition, we have our Legends awards, which celebrate excellent annual performance by individuals and teams across the business, plus Star of the Month awards to highlight excellent performance on a monthly basis. Meanwhile, our annual "Friends and Family" ticket offer is always well received.

We measure the impact of approach through our annual Colleague Opinion Survey. The most recent saw a response rate of 71%, with engagement at 72%. The survey is deliberately anonymous to enable colleagues to feel comfortable about expressing their full and frank views. The results are, though, broken down by function and location to give managers and team leaders the chance to analyse the results and look at what they can improve upon and seek to address issues raised. Issues raised can cover a whole range of topics from information provision and leadership style to workplace condition and the equipment/tools needed to undertake individual's roles.

Another positive consequence of the new trains roll out is the significant improvement in the on-train work environment for all on-train employees, especially drivers, conductors, revenue protection colleagues and catering staff.

We also asked a social value question "Having a positive impact on the environment and adding social value (improving people's lives) is important to 1) Greater Anglia, 2) Me as an individual and 3) My team and received the following responses (the figure meaning the percentage of respondents in agreement with the statement):

Greater Anglia 71%

Me as an individual 85%

My team 75%

In response to the overall survey results we held a "Your Voice Live" event to provide additional engagement with the senior leadership team on key issues, added more local engagement meetings and undertaken an audit of internal communications activity to see what further improvements we can make.

We are committed to working to further enhance employee engagement across Greater Anglia.



Class 720 and flowers at Chelmsford

Customer satisfaction

Our constant focus is on delivering the best possible service for our customers, day in, day out and always seeking to keep on improving the quality and consistency of service we offer. If our train service works well it helps the entire region we serve to thrive.

In the last year, we have made more significant strides in transforming train services in East Anglia. The roll out of new trains across our network was completed on Tuesday 4 April 2023, with all services across our entire network operated by new trains since then. All the new trains provide more seating capacity, a more comfortable travelling environment, plug and USB points, free Wi-Fi and improved accessibility features (including on our regional bi-mode, intercity and Stansted Express trains, level access boarding at most of the stations they serve as a result of their lower floors and retractable step at the entrance doors). They also accelerate and brake quicker, are more reliable and resilient and therefore help us to deliver a more punctual service on an ongoing basis.

Indeed, those latter characteristics have contributed to Greater Anglia performance being at historically high levels, with annual punctuality at 94.6% using the Public Performance Measure (which records punctuality at destination stations) and over 94.3% using the more demanding "Time to 3" measure (which records arrival times at every station served by every train), as at March 2024. Indeed, GA has consistently been the best performing train operator in the UK over the last 12 months. Given that customers have highlighted punctuality and reliability as one of their top priorities for rail services in almost every customer survey undertaken, that's clearly a positive achievement and one which we are relentlessly focused on maintaining.

Although our new trains have been very well received, we are continually listening to customer feedback. As a result, we announced in February 2024 that we will be fitting tables in the bays of 4 seats on the Stansted Express trains, as customers on both those services and the Norwich to London intercity services which are operated by those trains, had made it clear how much they value the provision of tables on board.

Other customer-focused improvements have included station upgrade schemes, including a number that have been delivered in partnership with local authorities, especially around integrated transport arrangements at stations ranging from Norwich to Diss, Manea and Cambridge North. We've also refurbished Harlow Mill station, upgraded waiting rooms at Cambridge and Roydon, improved the car parks at Audley End and Diss, improved and restored signage at Derby Road, Oulton Broad South, Rye House and Trimley, and restored the platform canopy at Burnham on Crouch.

Some of the key steps in increasing and maintaining high levels of customer satisfaction include not just measuring existing satisfaction, engaging with customers and stakeholders and reviewing customer feedback, but also having the processes in place to develop and deliver actions to improve service standards. In measuring and evaluating customers' views, we monitor direct feedback and complaints in whatever form they are provided (be that online, on social media, written or in person), as well as working with rail user groups and rail watchdogs (Transport Focus and London Travelwatch) on issues that have either been raised with them or they have identified as being important to customers from their research or findings.

Another notable initiative in 2023-24 was the launch of our "We're All Ears" customer survey in May 2023. This proactive feedback initiative generated 10,000 responses in its first 4 months alone and led to improvements including more staff checking tickets at the barriers at Stansted Airport station to reduce queuing, additional seating at Tottenham Hale and the opening of an additional entrance to Billericay station's car park more often – as well as the development of plans to improve the toilet facilities at Cambridge and Norwich stations.

We consistently measure the impact of the improvements we make, including through the Service Quality Regime we have in place which assesses areas such as train condition, station condition and customer service. We also regularly liaise with stakeholders, such as local authorities, rail user groups and community rail partnerships on their priorities for improvement, in line with local needs.



Manea car park opening - Cllr Chris Seaton & Dr Nik Johnson CPCA Mayor

Regeneration

We work closely with local authorities and business organisations to support the local economy and where practical, regeneration in areas where that's a priority.

That support can take a variety of forms, from service pattern or timetabling changes to station improvements, to integrated transport arrangements, to ticketing and information provision or support for specific bespoke projects or initiatives.

With services and timetabling, wherever practical, we aim to provide a frequent service throughout the week, including later in the evenings and over weekends, thereby maximising the opportunity for travel to and from particular locations and thus supporting the local economy.

At stations, we work hard to support station presentation, through our own projects and the great work of our station adopters – and in many cases this leads to continued use, smartening up or revitalisation of otherwise out-of-use station buildings (Lowestoft and Wickham Market being very good examples).



Ipswich station footbridge murals



St Margarets refurbished waiting room

By improving integrated transport links, be that cycle facilities, interchange arrangements or working with bus companies or local authorities to provide better connections at stations, that again helps make local businesses and enterprises more sustainable.

We have a number of joint ticketing products, such as Plusbus fares and we also have special Jobseekers fares for those seeking employment, which also support local employment.

Our Community Rail Partnerships (CRPs), as well as supporting re-use of station buildings (e.g. Lowestoft, Burnham on Crouch and Southminster), also work locally with organisations to help build local economic links or support tourism (e.g. Bucket and Spade trains or the regeneration of some of the station buildings at March with the Cambridgeshire and Peterborough Combined Authority).

Another way in which we assist regeneration is through support or collaboration with local authorities or business organisations (e.g. Chambers of Commerce), or our CRPs, on events or initiatives which support the local economy or regeneration aims (e.g. extra trains or capacity for special local events). We will continue to work closely with local partners to support regeneration wherever we can.



GA Station Adopters' Awards 2023



Lowestoft Coronation Planters

Local and sustainable procurement

We continue to consistently focus on sustainable procurement with all our suppliers and look to source supplies and products locally wherever practical.

A good example is with on our board catering, where most of our products are sourced through Anglia Culinary Services in Norwich, alcoholic drinks through Lacons Brewery in Great Yarmouth and Adnams of Southwold, Kettle Chips crisps which are made in Norwich, and cakes from Sponge in Holt.

For marketing and design services, we use DMC in Southend for design and print, the Fountain Partnership in Norwich as our digital agency and Atomic in London for advertising and campaigns. For social media promotion we use Once Upon a Time in London, for Podcasts we work with the agency Fresh Air in London, and for influencer marketing we work with Fluential from Kings Lynn.

Moving onto PR, media relations and stakeholder relations, we work with Lantern PR from South Norfolk for PR, media and stakeholder support and Electric Airwaves in London for media training. We also use photography services from Nick Strugnell photography in Colchester and videography services from Anne Gould, also in Colchester.

When we hold our annual community rail conference and annual station adopters' awards, we hold those events in our region, usually at Ipswich Town Football Club. We've also worked with a local company in Norwich with a local firm Cyclelinks who provide bikes for those seeking employment and the local chamber of commerce on a scheme with discounts for rail travellers using local shops in Sheringham. Meanwhile, our pioneering Wildlife Friendly Stations accreditation scheme, set up initially with Norfolk Wildlife Trust is now being rolled out across our network with the help of other wildlife trusts in the region. Sticking with the station presentation theme, Railscape, who undertake significant amounts of station landscaping, environmental and maintenance work, along with some support for our station adopters are a company based in Rayleigh in Essex.

Similarly, our community rail partnerships (CRPs) often use local suppliers in activities they undertake. For example, the Essex and South Suffolk CRP worked with local builders' merchant Silvertons, for sleeper-based planters for Frinton and Alresford, with Fastsigns in Chelmsford for some of their print requirements and with hardware stores in Clacton and Dovercourt for screws and fixes for station projects and local garden centres to support work with local station adopters.

Many of the retailers, shops or cafes on our stations are provided by local businesses or companies across the region and they too then source much of their supplies from other local businesses in turn, increasing the local beneficial impact of our procurement strategy.

Another important service we source from within the region is for customer service and security support from Land Sheriffs, who are based in Harlow.

In addition, we procure 38% of the services we buy from small and medium size enterprises to a value of over £56 million a year.

We will continue to work to procure as many services as practical sustainably and locally.

Summary

This second Social Value Report has outlined a number of the initiatives that we, as Greater Anglia, undertake to support the wider community and region we serve, across the areas defined in the RSSB's social value strategy. In fact, using the RSSB's social value tool, the value of our recorded social value activity for the last year was an impressive £134,721,524.87 (so almost £135 million).

We continue to be passionate about playing our full role in supporting the sustainable development of all the areas served by our train services and, as this report highlights, we deliver a wide range of activities, above and beyond the core operation of train services, which help fulfil that aim.

We will continue to maximise our positive impact in all aspects of social value, across our network, in the months and years ahead, and we will report back on our progress on an annual basis.