

Social Value Report

2024/2025

E M R

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Foreword



I am proud to present East Midlands Railway's 2024/25 Social Value Report – a reflection of the positive impact our people, services and partnerships have had across the communities we serve.

At East Midlands Railway (EMR), our purpose goes far beyond running trains. We are a vital part of the economic, social and environmental fabric of the East Midlands and South Yorkshire – helping to create opportunity, drive inclusive growth and deliver meaningful change for the region. This report demonstrates how we are bringing that purpose to life, guided by our long-term vision to deliver a railway that is modern, sustainable and truly customer-centred.

Social value is not just a measure of outputs; it reflects our values and our commitment to doing the right thing – for our colleagues, our customers and the communities we serve. From providing rewarding careers and apprenticeships, to supporting educational programmes and investing in accessibility, safety and sustainability, our work is delivering real, tangible benefits that go well beyond the railway.

The figures outlined in this report are striking – more than £232m in social value created this year alone. But behind every number is a story: a young person inspired to consider a career in rail, a community brought closer together, or an employee supported to thrive in their role. These stories are the true measure of our impact.

This report is the result of dedication across our business – from frontline colleagues and support teams to our valued partners and stakeholders. I want to thank everyone who has played a part in delivering this important work.

As we look ahead, our commitment is unwavering. We will continue to work with our partners to build a railway that is inclusive, resilient and fit for the future – one that creates even greater social value in the years to come.

A handwritten signature in black ink that reads "W. Rogers". The signature is fluid and cursive.

Will Rogers
Managing Director

THIS REPORT IS A PART OF



**Getting
There
Greener**

INITIATIVE



Our Social, Economic & Environmental Impact

Social, Economic and Environmental Impact

DELIVERING THE REGION'S TRANSPORT NEEDS AND MORE

We recently launched our long-term strategy and vision to transform our railway. This strategy sets out a bold and ambitious programme to enhance the rail network across the East Midlands and South Yorkshire over the next 15 years.

Our vision for East Midlands Railway (EMR) builds upon the experience and insights we have gained over the last five years. We know our region, our customers and our communities and what this unique region wants from its transport services. The strategy is designed to meet the needs of the devolved regions as they seek to deliver Net Zero, encourage sustainable public transport choices and drive economic and social impact.

We will deliver inclusive growth for the local communities directly served by the railway as well as generating considerable wider benefits throughout the East Midlands and South Yorkshire region. Our commitment to sustainable growth supports the aspirations of multiple stakeholders – our people, our customers, the communities we connect, as well as the local, regional and national stakeholders all of whom we collaborate with to deliver the region's economic, environmental and transport needs.

We want our customers to be at the heart of a seven-day sustainable railway. As we focus on connecting communities sustainably, we will drive regional transformation, provide faster intercity connections and give our customers and communities the greener travel choices they want.



As we transform our railway over the next 15 years we have identified four foundations that will ensure the economic and community benefits will be felt across the East Midlands and South Yorkshire. These are rooted in our values and vision and have been developed with the Department for Transport and regional stakeholders:

Transforming Stations	Connecting Communities	Delivering Sustainability
<ul style="list-style-type: none"> • New trains for our Intercity services and all other fleets refurbished in the next few years • Replace Regional fleet during the 2030s, creating more capacity and improving reliability, accessibility and the on-board experience • Consistent, 7 day a week catering offer • Significant investment in stations, including the implementation of minimum standards to level up our regional station proposition • Improving the customer purchase experience through delivery of fares simplification and implementing modern technology to roll out PAYG and AI based 'virtual assistant' TVMs 	<ul style="list-style-type: none"> • Recast of the Intercity timetable to create a clockface timetable and achieve headline journey times • Minimum hourly service on all routes, with many more going to half hourly • Improved Sunday services across the network, with an aspiration to deliver the same timetable as on a Saturday • Introduction of integrated customer service hubs at key stations • Introduction of 'virtual branch lines' to connect bus and rail networks together and improve integrated transport options for customers 	<ul style="list-style-type: none"> • Introduction of lower emissions trains across our network • Delivering net zero by 2035, 10 years earlier than initially planned • All company owned and hire-vehicles to be converted to EVs by 2032 • All of rail replacement services to be 100% electric from 2038 • 90% reduction in Scope 3 emissions by 2040 • 300,000 kWh per year of solar PV renewable energy generating capacity from 2040 • Creation of an EMR Weather Resilience and Climate Change Adaptation Strategy

Our commitment to social value

A SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE BUSINESS



Our social and environmental responsibilities underpin our focus on the customer at the heart of our sustainable railway. Across EMR we are committed to working in a way that leaves a positive impact on our communities and enables society to thrive. Social value, the focus of this report, is a unique measure that enables us to make the right decisions that benefit our customers, our people, our communities and the places around us.

Three priorities harness our commitment to operating a socially and environmentally responsible business that ensure our business and our communities are successful:

Safety	People	Performance
We ensure a safe environment for our people and our customers	We are proud to be EMR with a diverse team that reflects the communities we serve	We deliver a great service for our customers through working as one team

We have a clear and defined strategy for embedding sustainability across EMR. These are driven into our daily operations through our Environmental Steering Groups and Social Sustainability Steering Group. These forums bring together teams from across the organisation who have collective responsibility for setting targets and action plans that provide direction, as well as monitoring and reporting progress towards our goals.

We have identified five priority areas, with 13 sub categories, that sit behind our approach to social value. These encompass the breadth of our operations and ensure that all aspects of sustainability are given an equal focus, and that our people, communities and stakeholders are all considered:

Our People	Safety, Health & Wellbeing	Our Engagement, Community & Charity	Economic Development	Customers at the heart of a sustainable railway
Employment, Training & Skills	Employee health & wellbeing	Stakeholder Engagement & Customers	Strategic Timetabling	Climate & Environment
Equality, Diversity & Inclusion	Collaborative Approach to Safety	Community & Charity	Masterplanning and Capacity Surveys	Supply Chain Resilience
Educational Attainment	Crime & Security			
Accessible Travel				

Each of these areas will be explored in further detail throughout this report. We will outline our strategic focus on each, our performance during 2024/25, the social value generated in each area as well as our focus for the future.

About This Report

METHODOLOGY

Our strategic approach to social value is reflected across our operations. Our Social Sustainability Steering Group has responsibility for both defining our approach and providing the robust governance that ensures actions are being progressed and that the relevant outcome data is collected. This group meets monthly and has led the development of this report.

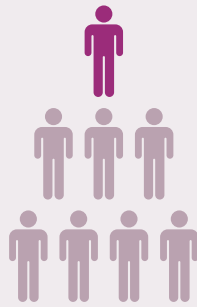
Throughout this document we have included both case studies and supporting data to demonstrate the impact we have had. We have used the Rail Social Value Tool (RSVT) to translate data into a social value figure where relevant. The RSVT has been developed by the Rail Safety and Sustainability Board (RSSB) with the input and support of the rail sector. The metrics and the methodology within the RSVT are designed to provide best practice in social value calculations alongside the ability to quantify rail specific outcomes.

In working with the RSSB on the data processes behind this report we have ensured that our scrutiny has been applied to our data and that our social value outcomes are aligned with industry practice.



2024/25 Social impact at a glance

We carried **31.5m** customers



We employed **2,694** people

1.56bn total customer miles



Total SV 2024/25 **£232,154,671.80** with additional **£168,123,876.29** in forecast, from expected benefits

Continued work on creating and maintaining a railway that is for everyone generated a social value of over **£1.2m**



Ensuring the safety, health and wellbeing of our colleagues, customers and community created more than **169,526,945.30m** worth of social value

Employing and looking after **2,694** employees generated more than **£58m** social value



Supporting our communities generated more than **£3m** social value



Enhancing biodiversity across our network realised more than **£1.5m** social value

INFORMED INVESTMENT AND DEVELOPMENT INTO PROJECTS AND SCHEMES GENERATED A SOCIAL VALUE OF MORE THAN **£539,000** WORTH OF SOCIAL VALUE



Educational Attainment **£1,283,580.93**

Supply Chain Resilience **£576,134.83**



Equality, Diversity & Inclusion **£15,471,431.47**

Community & Charity **£3,026,827.94**

Safety, Health & wellbeing **169,526,945.30m**

Employment, Training & Skills **£41,862,621.50**



Rail Accessibility **£1,211,174.34**

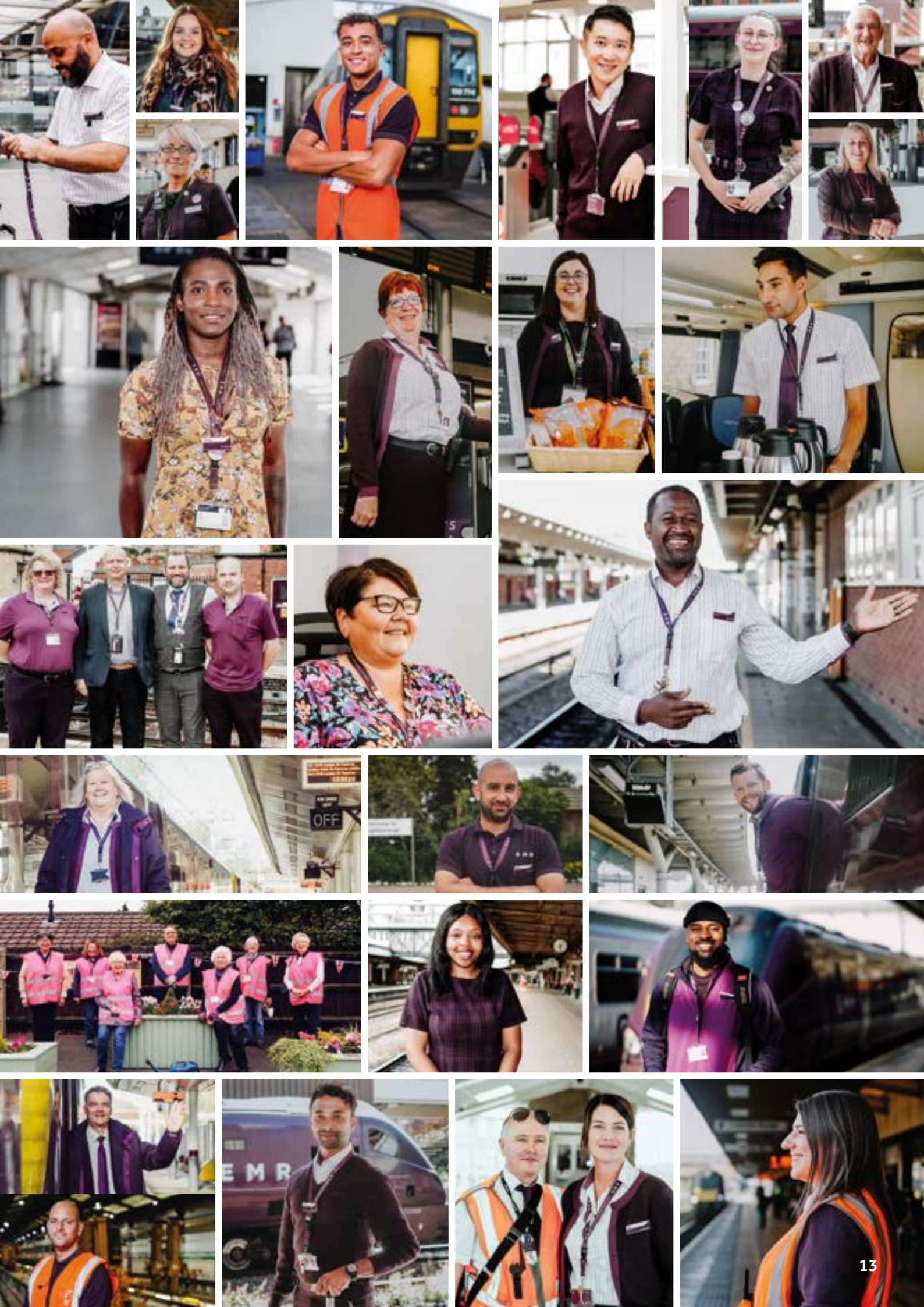
Climate & Environment **-£932,409.41**



Economic Development **£539,726.92**

Stakeholder Engagement & Customers **£39,568.75**

Supply Chain Resilience **£576,134.83**



Our people

At East Midlands Railway (EMR), our people are at the heart of everything we do. Our People Strategy aims to create a workplace where each employee feels valued, engaged and equipped to thrive. It is why we work so hard to create a working environment that is welcoming and supportive of everyone's needs now and as they go through their career. We invest in training that supports the development of our people, and we have a strong commitment to inclusivity that ensures our workforce is diverse and empowered.

Social value for reporting period: £59,828,807.70

UN Sustainable Development Goals achieved:



Employment, training & skills

DIRECT EMPLOYMENT

We employ 2,694 people across a wide variety of operational, technical and support roles. As a significant employer within the region we recognise the importance of an engaged and supported workforce – and the positive impact this can have on local communities and the region's economic prosperity.

The total social value generated through our workforce is **£41,862,621.50**

Training & skills

Each year we provide a range of training opportunities to our people. These include general training that supports wider organisational development goals around issues of compliance, safety, etc, as well as specific training activities focused on a specialist or technical role or development requirements.

Our organisational training involved more than **2,200 of our colleagues** who received nearly **33,000 hours of training** in this year. That equates to **nearly £750,000 of social value** linked to the enhanced wellbeing and development of those individuals. 137 of our staff also completed mental health first aid training with a development focused **social value of £43,238**.

Employee Wellbeing Training

137 colleagues completed mental health first aid training generating **£43,238.57 of social value**

Organisational Development Training

2,226 colleagues received **32,963 hours of training** generating **£742,986.02 of social value**

Apprenticeships

Our commitment to providing apprenticeship opportunities supports the career development of our people, promotes social mobility and encourages diversity across EMR. This approach to upskilling our workforce offers benefits to the local economy as well as our business and helps us serve our communities more effectively.

Over the last year 126 colleagues have been part of an apprenticeship programme. More than 100 colleagues have been working towards a Level 2 or 3 qualification, equivalent to GCSE and A Level educational outcomes, while 21 have been working towards a qualification equivalent to degree level or above. These opportunities create just under £5m of social value as a result of the enhanced development and wellbeing of our colleagues.

47 colleagues are completing a **Level 2** qualification

58 colleagues are working towards a **Level 3** qualification

21 colleagues are completing a **Level 4 or above** qualification

£4,994,479.20 of social value generated through our **apprenticeship programme**

We are committed to making rail careers accessible to all through our apprenticeship programme. Our approach to apprenticeship recruitment is aligned with our annual plan covering recruitment, succession planning and learning and development, as well as our wider Equality, Diversity & Inclusion (ED&I) commitments. We are working towards 30% of our applicants to be female and 25% of our applicants to be from ethnic minority backgrounds. We regularly achieve these targets and during 2024/25 26% were female applicants and we exceeded our target of apprentices coming from ethnic minority backgrounds by achieving 43% of applications. The use of targeted social media campaigns allows us to engage groups and individuals across our communities that may not have otherwise considered a career in rail.

We also recognise the value that apprenticeships can play in supporting social mobility within our communities. We do not set a minimum requirement of GCSE's or equivalent, instead we focus on upskilling learners through the development of functional skills. This additional commitment can be challenging but it has a clear impact on how we can make rail careers accessible to those that may otherwise potentially be excluded from employment.



Equality, diversity & inclusion

Committed to our communities

Our commitment to equality, diversity and inclusion is embedded across EMR – and throughout this report. It ensures our approach to recruiting, retaining and developing our workforce is inclusive, fair and representative of our communities. It also drives wider business practices including how we engage with our community, deliver educational outreach or manage our supply chain practices.

Embracing diversity

Our commitment to an inclusive and diverse workplace is embedded through our ED&I Strategy. A diverse workforce, reflective of our communities, enables us to provide and develop the services our customers want, to attract new customers to the network, and to deliver against key responsible business objectives.

Three principles drive our approach to creating an inclusive workplace:

1

Continue to build a workforce which is representative of the communities we serve

2

Create an Inclusive working culture where all voices are heard, people can bring their authentic selves to work and there is a feeling of belonging

3

Create an equitable working environment where gender and ethnicity pay gaps are minimised

We draw upon the experience and insight of our colleagues to inform our plans and actions. We bring shared experience of both colleagues and customers to shape our future strategy. Six Employee Network Groups help cultivate an inclusive environment. We want individuals to feel comfortable bringing their authentic selves to work and to know that their voice is heard. These groups meet quarterly and focus on amplifying the voices of underrepresented groups, promoting issues that they are passionate about:



Inclusivity is also a key issue for the wider rail sector which is often seen as having limited diversity within its workforce. It is why we collaborate with industry groups that include Rail Unites for Inclusion, the Rail EDI Charter, Rail Delivery Group's Steering Groups, as well as our own parent groups, Transport UK Group, EDI forum.

Empowered employees

We support the Inclusive Employers 6-Es of Engage, Equip, Empower, Embed, Evaluate, Evolve. We measure our progress through the Inclusive Employers Accreditation scheme on an annual basis. After initially achieving accreditation in 2020 we progressed to Silver accreditation in both 2021 and 2022. In our latest assessment we are proud to have achieved Gold accreditation for 2023/2024. This benchmarks our approach and its effectiveness against best practice within the people sector.

Internally, we use employee surveys and insights to gauge the impact and effectiveness of our commitment to an inclusive and fair workplace and the job quality this provides. These have highlighted how colleagues welcome the level of autonomy they have in their role, or how they have a good balance between home and work life. We realise more than £10m of social value through providing a welcoming workplace. It has also highlighted the value of programmes that provide insight into other roles and development opportunities. These programmes and opportunities have enabled colleagues to realise more than £300,000 of social value over the last 12 months.

Our approach to creating an inclusive workplace creates significant social value, with £15,471,431.47 generated during 2024/25.



Educational attainment

Creating Railways Connections

The railway is present in so many towns, cities and villages we have a significant opportunity to engage with communities across our network. We want to connect in a way that directly benefits those communities, raises awareness of future career opportunities in rail as well as sharing key messages around topics like rail safety.

Our approach to educational engagement follows our commitment to diversity, and an inclusive and representative workforce. Outreach programmes connect with under-represented groups and communities, also supporting our efforts to attract young people to roles in rail in a way that tackles both industry and national priorities around an ageing workforce and skills shortages.

In total we engaged close to 8,000 young people through our educational, employability and enterprise focused programmes. This created a social value of £1,283,580.93 that reflects the skills they have learned, the confidence they have built and the new connections they have made.



Education and employability

Supporting our communities is a passion for everyone at EMR and our team that leads this work are often joined by ready and willing volunteers all of whom look to inspire the next generation of customers and railway employees. We run Sector Based Work Academy Programmes annually, these programmes help people not in employment, education or training to gain insight and prepare people for a career in rail. Our education and employability programmes generated close to £850,000 while engaging more than 7,500 young people during the period of this report.

Developing a lifelong love of reading is proven to have many benefits for young people, both academically and socially. Our reading sessions encouraged more than 5,000 primary school students to spend an hour reading which generated £112,700 of social value. Our efforts in encouraging reading will increase in 2025 with the publication of our 'An Adventure Through Railway Past' that sees Miles (EMR brand ambassador), EMR's young adventurer, travel across our network finding out more about the last 200 years of rail travel. **More than 6,000 copies of this book were shared with 70 schools with EMR colleagues hosting live readings on World Book Day 2025.**

In the classroom our Launchpad and Learn to Earn programmes reached 1,700 young people and provided almost 24,000 hours of learning. These sessions provide valuable insight into key railway and life skills and helped generate more than £620,000 of social value. We also partnered with the RSSB and Network Rail on the Track to the Future programme, providing a structured introduction to railway careers and sustainability to 20 college age students which created more than £40,000 of social value.

We also look to raise awareness of rail careers and the key skills that are required for rail roles. Through five school visits and six career fairs we reached 500 students sharing careers advice and information about rail employment generating a social value of £25,175. Alongside this, our Employability Masterclass saw 559 young people receive careers advice and guidance, generating social value of £39,258.

Enterprising encounters

We also want to encourage enterprise and entrepreneurship among young people. Bringing creativity and new ideas into the workplace is integral to how we put the customer at the heart of our network.

In collaboration with Young Enterprise we have connected with 72 young people, helping each develop their business ideas while also encouraging the development of key skills that support the transition to further education or into work. With a focus on social mobility and creating opportunity we saw £478,963 of social value generated through the creation of the mentoring relationships that sit at the heart of this programme.

Accessible travel

Making our railways accessible to all

Inclusive travel can help make employment, leisure and health accessible to more people. Having confidence in their travel choices is important for customers with additional needs. Being able to access travel information, knowing that assistance is available and being able to use station and train facilities provide the confidence to travel. We are committed to continuing to make our services and stations accessible, driving substantial benefit for our customers and communities.

In the last 12 months our commitment to engaging and supporting our customers, enhancing our facilities and providing accessible information generated £1,211,174.34 of social value



Supporting our customers

We champion accessibility and inclusion across our network and are constantly looking for new and innovative ways to support our customers. The EMR TALK cards enable customers to discreetly communicate their needs. These include statements such as "Please face me and speak clearly," "I have a railcard," "Where are the toilets?" or "I have autism, please be patient." More than 3,000 TALK cards have been issued since its launch in September 2023 generating a social value of £5,302. The cards can be downloaded and the top five prompts have been adapted into wearable wristbands. This initiative has contributed to an estimated £83,265 in social value from a reduction in social isolation as the cards help people feel more included and empowered when travelling.

Accessibility Maps are being trialled at locations including Nottingham and along the Robin Hood Line. With 500 maps ordered, this initiative has provided important wayfinding support for customers and generated social value of £13,877 by helping reduce isolation.

Making our stations and services more accessible

To increase travel freedom for customers with reduced mobility we revised our policy on the use of Mobility Scooters. Following this, the acceptance of permits rose from 40% to 76% under the new criteria with 236 permits issued in the month following the new policy. This change generated an estimated social value of £111,281 in that period, as yet another positive contribution to reducing social isolation.

Physical improvements to our stations can make rail travel more accessible. We have invested approximately £278,000 in accessibility improvements through a range of minor works across the network. Further investment of around £60,000 for initiatives such as TALK cards, policy updates, assisted travel meeting points, and accessibility maps saw a total of £340,000 being spent to boost network accessibility. These improvements generated £989,400 in social value, highlighting the significant impact of infrastructure and service enhancements.

Employee development and engagement

Our Accessibility Panels provide an opportunity to speak to our customers about the travel barriers they face and inform the solutions we develop. 23 stakeholders from across two panels joined us for 16 hours of face-to-face and online sessions, providing a social value of £5,980 arising from stakeholder engagement. During Accessibility April, 53 hours of focused engagement that combined frontline colleague interactions, peer learning, and the sharing of lived experience sharing from panel members contributed a social value of £861.

Accessibility training plays a pivotal role in improving colleague awareness and the service we provide to our customers. Approximately 30 hours of face-to-face training were delivered resulting in a social value of £676. The positive impact of these efforts is evident, as customer experience scores have nearly doubled at stations such as Belper and Long Eaton where designated meeting points were introduced.



Safety, health & wellbeing

KEEPING OUR PEOPLE, CUSTOMERS AND COMMUNITIES SAFE AND WELL

We strive to provide a safe environment for our customers and communities as they interact with the rail network. Our commitment extends to our people too, where we ensure their working environment is safe as well as focusing on their wider health and wellbeing.

Social value for reporting period: £169,526,945.30

UN Sustainable Development Goals achieved:



Employee health & wellbeing

Our wellbeing strategy aims to reduce the risk of health issues linked to lifestyle choices and health inequalities. In adopting a prevention approach we offer a wide range of resources and support to help colleagues and their families make informed, healthy lifestyle decisions. Our approach to early intervention provides our colleagues with early access to care when illness does occur. This covers diagnostic services including a GP helpline as well as treatment options including physiotherapy and counselling. We have reviewed the range of support services provided to colleagues in the image below, providing information about each, how colleagues have used the service and the social value arising from this support.

EMPLOYEE ASSISTANCE PROGRAMME

340 contacts total made to the EAP. 48 of those receiving structured counselling. The rest have benefitted from various short-term support relating to trauma, depression, and other health or personal concerns. An additional 27 contacts are receiving practical advice.

SOCIAL VALUE: **£54,990.50**

PHYSIOMED

144 colleagues accessed treatment resulting in significant pain reduction enabling colleagues to stay in work or return to work sooner

SOCIAL VALUE: **£55,544**

OCCUPATIONAL HEALTH SERVICES

2442 colleagues benefitting from access to a range of services promoting health, safety and wellbeing

SOCIAL VALUE: **£1,968**

GP HELPLINE

271 consultations lasting 10-20 minutes.

SOCIAL VALUE: **£2,175.70**

FLU VOUCHERS

346 colleagues redeemed their flu voucher, valued at £10 per voucher

SOCIAL VALUE: **£3,738**

EYE CARE:

720 colleagues redeemed their free eye care voucher valuing at £44,000 in total

SOCIAL VALUE: **£44,565**

WELLBEING ROADSHOWS

1,578 colleagues attended our wellbeing roadshows receiving a health intervention and advice on how to make positive lifestyle changes

SOCIAL VALUE: **£1,644**

WELLBEING CHAMPIONS

150 colleagues received wellbeing champions training. Our champions have delivered over **600 hours** of brief interventions and advice across our **101 locations**

SOCIAL VALUE: **£47,936.93**

TRAINING

767 people attended Mental Health and Wellbeing training sessions. These fun workshops focus on healthy eating, sleep hygiene and physical activity.

SOCIAL VALUE: **£5,541**

We have included details of some of interventions that focus on a specific health outcome. Other intervention include support for menopause, career development, and long-term health conditions.

EMR
WELLBEING PLAN

SOCIAL
VALUE: **£26,329,183**

Supported over **170** colleagues
with direct referrals into support services for Alcohol,
Smoking and Suicide intervention campaign

Our Mental Health and Wellbeing Policy includes the support provided to colleagues working in safety-critical, shift-based, and managerial roles. We ensure they can work in a safe, inclusive, and healthy environment. The policy is designed to empower individuals to proactively support their own mental and physical health in the workplace and offers line managers a framework to support their teams. We are dedicated to fostering a culture that supports the holistic wellbeing of all colleagues, recognising that good mental and physical health is essential to individual and organisational performance.



A collaborative approach to safety

Keeping everyone safe is of critical importance to us and to the wider UK rail network. Our approach follows industry best practice as we seek to improve safety performance, safety management and safety engagement. We deliver a **series of engagement activities that promote safe working practices which generate £5,828.45 of social value.**

During Rail Safety Week we hosted four roadshows at Lincoln, Sheffield, Kettering and Derby. Each event ran for four hours and welcomed both colleagues and customers in collaboration with British Transport Police (BTP), Network Rail (NR), and St John's Ambulance. These sessions raised awareness about the dangers of the railway and provided hands-on guidance around defibrillator use and emergency resuscitation. **Boosting awareness of these issues generated a social value of £260.**

Our annual cultural survey also focuses on health, safety and wellbeing. Through multiple-choice questions the survey gathers colleagues' insights into the company's safety culture which informs targeted improvement plans. This year's survey saw 520 colleagues contribute valuable feedback. In addition, we run an annual employee survey, 'Your Voice' which includes specific questions relating to health, safety and wellbeing. This year's survey saw 1,822 responses (70% response rate).

We work closely with partners to provide support to passengers and members of the public when they need it most. **Our roadshow with the Samaritans provided awareness and outreach around mental health and wellbeing.** A joint newsletter including further details of support available was shared with a **total social value of £341.25.**

Employee activation

Our leadership teams across the organisation help drive our safety culture. Every quarter our Heads of Function participate in network-wide engagement tours that offer opportunities to hear from colleagues about their safety and wellbeing experiences. **Through 15 quarterly tours, each lasting between two to three hours, provide a social value of £4,057.**

We also have 30 active Health & Safety Representatives. Joint Safety Committee Meetings bring 12 representatives together with senior leadership to discuss safety matters. Alongside this all H&S Reps come together annually for a six-hour safety conference that fosters collaboration and learning. Guest speakers provide their safety insights, sharing best practice and helping push forward our thinking. The total social value for this activity is £1,170.



Crime & Security

As part of our strategy, we've outlined our improvement plans focused on the safety of our people, performance, and places. A key element of this is our joint safety improvement plan with Network Rail, which targets route crime and public behaviour. Through this partnership, we identify hotspot areas that trigger risk assessments and targeted campaigns such as school engagement initiatives, Samaritans campaigns, and more. As a result of these initiatives and continuous staff training, EMR have safeguarded 347 children in the previous financial year, which is a 76% increase from the previous year, demonstrating the improvement in process and identification from EMR Staff. Furthermore, In the previous year, 73 incidents of suicides were prevented, generating a social value of more than £145m.

We recognise the impact that crime can have, both on the individual directly but also on the willingness of people to travel. Therefore we work closely with local police agencies and the British Transport Police to tackle crime and has seen a reduction in crime incidents in key areas including robbery, theft, drug offences and violence against a person. At the same time, we've seen an increase in reported crime in some categories, which we believe reflects better training and improved processes that enable our colleagues to identify and report crimes more accurately. For instance, our station teams have undergone extensive training to support individuals affected by sexual offences, and we've implemented improved procedures for reporting verbal and physical assaults. These changes have led to greater transparency and more reliable reporting. As a result of this increased visibility, our collaboration with BTP has recorded a negative social value of £132,204.77. While this figure reflects the severity and prevalence of such incidents, it also signals the effectiveness of our new processes in bringing these issues to light – an essential step toward creating safer railway environments in the long term.

However, we have seen a reduction in internal crime reporting across EMR, which as a result has generated a social value of over £875,000. In particular, there's been a significant improvement in fare evasion rates, which is a testament to the impact of our focused efforts and continuous improvement.





Our engagement, community & charity

Social value for reporting period: £30,663,96.69

UN Sustainable Development Goals achieved:



Stakeholder engagement & customers

KEEPING CONNECTED WITH OUR PARTNERS AND PASSENGERS

We are committed to developing and maintaining strong relationships with our customers, partners and other key stakeholders. We listen to their needs and views and use these insights to inform our strategy and the development of our railway. Direct engagement, various industry and regional events, as well as our annual stakeholder conference ensure a wider range of views are captured. Our approach to stakeholder engagement generates more than £39,568 of social value.

Gathering stakeholder insights

Engaging with stakeholders and partners is vital to the success of our operations. We actively listen to and respond to those who influence and rely on our services – including local communities, businesses, transport authorities and other organisations. Their feedback helps us shape decisions, improve infrastructure, and deliver better experiences for our customers. Our stakeholder relationships are based on open and meaningful dialogue. We spent more than 2,435 hours with our stakeholders which generated £39,568.75 of social value. The benefits are far greater than this, as those meaningful conversations have led to better and confident decision making, such as the investment in fleet refurbishment.

Our annual stakeholder conference featured four breakout sessions focusing on performance, crime & security, the December 2025 timetable, and fleet refurbishment. The £56.2m investment of the Regional and Connect fleet will enhance train accessibility and deliver a projected social value of £163,542,000. The vision is to have a refreshed, cohesive, and modern customer experience. More than 76% of attendees found the fleet workshop to be either very or extremely informative demonstrating the positive impact of effective and organised stakeholder engagement. This is reflected in the responses from the Annual Stakeholder Conference Survey in which more than 90% of the stakeholders describe their relationship with EMR as excellent or very good, and more than 90% also feel extremely or very engaged by EMR.

Stakeholder engagement survey

Every year we reach out to 145 stakeholders across various organisations to complete our Stakeholder Research Survey. The survey includes a short questionnaire that captures feedback on how we engage with our stakeholders and highlights areas of success and identifying opportunities for improvement.

The insights gathered through this process will inform how EMR continues to evolve its stakeholder engagement strategy, ensuring a more effective and collaborative approach moving forward. Of those invited, 46 stakeholders responded, resulting in a response rate of 31%. The results spoke for themselves as 97.77% of respondents expressed satisfaction with EMR's stakeholder engagement efforts.

Community & charity

MAKING THE BENEFITS OF RAIL TRAVEL ACCESSIBLE TO OUR COMMUNITIES

We have strong connections with our local communities. Connections that ensure people can fully benefit from their railway network. By supporting social inclusion, championing sustainable travel, and revitalising stations, we help to make railways more accessible and welcoming. Our work with Community Rail is central to this, helping to drive engagement and serving as a platform to fund small-scale projects that make a big difference at the local level. Our community and charitable activities create £3,026,827.94 in social value.

Community engagement

Our Community Engagement team works closely with the Community Rail Partnerships (CRPs) operating across the EMR network. With our CRPs and with the support of our volunteers, we deliver a wide range of impactful initiatives across education, wellbeing, stakeholder engagement, and local enrichment, generating significant social impact.

We provide space within our stations that facilitate local engagement. In Nottingham the station space became a cultural hub for the Beeston Choir as they performed to an audience of 200 attendees for three hours. For Rail Safety Week we hosted promotional stands at three stations and engaged with 2,000 people over 15 hours. Our "Meet the Manager" events at Kidsgrove and Stamford enabled direct dialogue with our customers, engaging more than 100 people across an hour. During Community Rail Week stands at two of our stations engaged 500 people across 12 hours. Cumulatively, the very different activities provided more than £23,000 of social value.

Our station adoption conference brings together key stakeholders to share successes, discuss opportunities and promote collaboration. Our 2024 conference included three 45-minute workshops on social value, alongside further sessions on funding, gardening, and education. With more than 170 people in attendance these learning and development opportunities created more than £17,000 of social value.

We also recognise the opportunity to encourage sustainable travel among new audiences. During the freshers events at several local universities our team engaged more than 5,000 students. We want each student to realise the value and ease of rail travel during their studies and to create those habits that continue into their working life. This simple approach to engagement created £243.75 in social value but the potential to change travel behaviours could offer much greater impact through direct environmental benefits and improved wellbeing.

Volunteering has always been a key pillar of our community activity. The shape and scale of our volunteer activity varies greatly – 80 volunteers spent 40 hours painting and planting at local stations creating £885.60 of social value while a larger-scale initiative saw 3,200 hours donated from 80 volunteers resulting in £70,848 in social value. This all adds up to a significant annual impact, with 738 volunteers supporting over 101 stations through gardening and litter picking, sustaining 25 green spaces and delivering a remarkable £1,568,574.72 of social value.

We also provide significant funding to our communities. In the year we provided donations of £479,479, including £199,990 in community funding grants and £25,402 through our charity fund.

An aligned approach

Our community engagement activities complement our wider commitment to educational attainment, health and wellbeing and inclusivity.

School outreach is a cornerstone of our Community Rail efforts. The "Miles" book launch reached 1,710 students across 27 schools with storytelling sessions generating £293.02 of social value. In another programme, site visits involving 30 students provided £1,950 of social value, while another welcomed 439 pupils at various locations over extended periods contributing £61,636.25. An art-based programme with 60 students added £1,272.55 in social value through health metrics, while careers talks for 81 students added £4,078.35. Most notably our safety talks reached 83,636 pupils with an impact of £536,925.34 in social value.

We also recognise the value that volunteering opportunities provide to our own colleagues as well. 25% of our 738 volunteers reported experiencing reduced social isolation which helped create a social value of £11,234.73. Community remembrance events held at four stations engaged 120 participants over four hours, generating £8,200 in social value.

Events and awards

Our annual Community Rail conference brings together stakeholders from across the railway and community to share insights and look ahead towards future opportunities to collaborate and connect more people to the railway. This five-hour event was attended by 170 stakeholders added £13,812.50 in stakeholder engagement and reinforced EMR's ongoing commitment to regional partnerships.

The hard work and impact of EMRs joint working with Community Rail Partnerships (CRPs) was recognised at the Community Rail Network Awards. The Robin Hood Line CRP were honoured with the Outstanding Volunteer of the Year award for their dedicated station adopter at Bulwell and also received the Involving Children and Young People award for their engineering project, which supported children outside of education to return to school.





Economic development

CREATING GATEWAYS TO THE RAILWAYS

Social value for reporting period: £539,726.92

UN Sustainable Development Goals achieved:



Strategic Timetabling

MAKING THE BENEFITS OF RAIL TRAVEL ACCESSIBLE TO OUR COMMUNITIES

We want our stations to be central to their communities and act as gateways to rail and to the local area. Our vision and plans for our stations are developed through consultation ensuring that the facilities we provide are matched with our customers' needs and expectations, and that the environmental, social and economic impact of our network is realised by all.

Last year, we invested £10.7m improving our network of stations. Of this, £7.2m was spent on maintaining our property through colleague and facilities provisions. The accessibility to and at our stations is of paramount importance, and we spent £261,000 on enhancements such as handrails, dropped kerbs and lift improvements. You can read more about these enhancements within the Accessibility section of this report. We strive to have a positive impact on the environment and in this year spent £178,000 on low carbon schemes at stations. We explain more about these in the Climate & Environment section. Finally, £71,000 was spent on refurbishing the Sheffield Cycle Hub to create an improved cycling facility and enabling a positive active travel culture.

The following case studies show just some of the activities we have delivered over the last 12 months. The case studies will demonstrate our approach to service planning and timetabling, station design and long-term planning, and the provision of cycle facilities. All are intended to provide the experience and service our customers have come to expect.

Strategic timetabling

Making sure our timetable offers the best service we can provide to our customers is a key priority. Any decisions here also need to consider the impact on journey times, operational requirements to run these services, as well as any impact on revenue generated by the new services.

As part of developing the December 2025 timetable, we engaged with 88 stakeholders who shared their insights and feedback during the timetabling review and development process. This stakeholder consultation alone equated £20,020 of social value. Significant benefits will be realised by customers for the 13m journeys already made across our regional network including increased capacity, enhanced connectivity, and improved operational performance.

Overall, the new timetable will generate £2.4m of benefits for EMR and the wider economy. There are wider benefits of the new timetabling too. To deliver the new timetable we needed additional headcount to operate the services. The six new Senior Conductors that were recruited created an extra £109,788.66 of social value. Beyond that the time savings provided to customers also offer a potential social value, as do the potential to increase in customer satisfaction, as well as the likely reduction in carbon emissions resulting from changes in travel choices.

Masterplanning & capacity surveys

Our masterplanning approach involves the community in the development of our stations and ensures the facilities and services we design align with customer and community expectations. We have included examples in the following pages that show the range of activities we consider and how we capture the views of our stakeholders, as well as the tangible benefits each development will provide.

We look at the social impact of our masterplanning activities in two ways. From a stakeholder engagement perspective, the time we spend talking to and listening to our stakeholders creates value. We also look at the expected benefits that will come about as a result of improvements to our services, stations or other interventions. **In this period our engagement totalled £108,651.29 of social value**, while we also forecast **£1,255,194.81 of social value from expected benefits**.

Habrough Car Park Designs

Project scope: **Station car park development, including new community features**

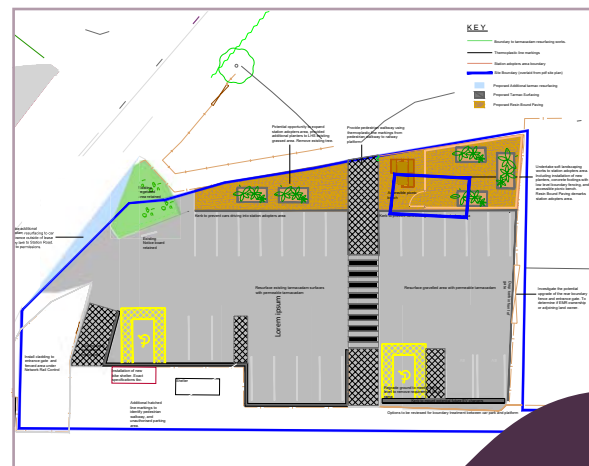
Scheme cost: **£17,800**

Stakeholder engagement: **350 hours**

This project will create an additional **1,745m² of parking and community space**. The car park will be relined, including provision for accessible parking, and new signage and bike storage will be installed. New walking routes, enhanced lighting and additional remote-operating CCTV will improve safety. Landscaping for an adopter's garden will be completed, and picnic benches will provide space for the community.

The total social value from the scheme cost and 350 hours of stakeholder engagement stands at £57,485.50.

The forecasted benefits show where additional value may be created. If the new safety features reduce one incidence of vehicle theft and if the picnic benches and garden reduce isolation for one person it will create an additional £15,316.96 of social value. **In addition the forecasted delivery cost of £409,000 would generate a social value of £1,190,190.00.**



Facility Specification: Future Cycle Storage

Scope: **Developing design guidance for future cycle storage enhancements**

Scheme cost: **£3,000**

Stakeholder engagement: **93 hours**

This design specification includes improvements in safety and security through lighting, shelter and CCTV. It also includes improved signage and accessible bike spaces.

The total social value from the scheme cost and the **93 hours of stakeholder engagement stands at £10,241.25.**

The forecasted benefits create an additional £9,810.52. This includes a reduction of one instance of cycle theft and one stakeholder now using the new facilities to safely store their bike after riding to the station.



Facility Specification: Waiting Shelters & Seating

Scope: **Design guidance and specification for waiting shelters and seating**

Scheme cost: **£3,000**

Stakeholder engagement: **93 hours**

This design proposes improved accessibility through varying seat heights and spaces for wheelchairs and push prams. Sustainability is a key feature with water harvesting, green roofs and solar panels all considered. Green features will be included in the seating areas to support customer wellbeing.

The social value from the scheme cost and 93 hours of stakeholder engagement totals £10,241.25

A range of forecasted benefits would create an **additional £49,527.74 social value.** This includes the installation of one small unit of water harvesting and the reduction of electricity consumption due to the solar panels.



Facility Specification: Inclusivity Lounge

Scope: Design guidance for accessible and inclusive lounges

Scheme cost: £5,000

Stakeholder engagement: 93 hours

This design proposes improved and inclusive lounges which would include a multi-faith room, parent and baby space, autism spaces, sensory areas, nursing area, multi height sockets, accessible seating and wheelchair spaces. The inclusion of green features will support wellbeing, while passenger announcement and display screens, and wayfinding to accessible toilets, will connect the new facility to the wider station environment.

The social value from the scheme cost and 93 hours of stakeholder engagement is £16,061.25.



Prototype Bench

Scope: Manufacturing and testing of a bench with varying seat heights to support accessibility needs

Scheme cost: £1,444

Stakeholder engagement: 28 hours

This project explored ways to improve accessibility through variable height seating. The total social value from the scheme cost and 28 hours of stakeholder engagement is £4,657.04.

The forecasted social value from the delivery cost would be £5,820 per bench.



Masterplan Print and Binding

Scope: Professional print of station masterplan document to improve stakeholder engagement

Scheme cost: £60

Stakeholder engagement: 6 hours

To improve engagement with local authorities 60 copies of the EMR Masterplan were printed and used to enhance 56 hours of stakeholder engagement. **The social value arising from this was £910.**

Welcome Points Design

Scope: Creation of design concepts for an enhanced station 'welcome point' area

Scheme cost: £3,000

Stakeholder engagement: 20 hours

This design proposes a dedicated area or space and for customers seeking assistance or information. The social value from the scheme cost and **20 hours of stakeholder engagement is £9,055.**

The forecasted delivery at a cost of £404,000 would generate a social value of £1,175,640.



Leicester station proposed design

Sheffield Cycle Hub

The Sheffield Cycle Hub provides the local community with a safe and secure facility to use as part of their commute or leisure visits to the city centre. It is also a great example of our commitment to integrated sustainable and accessible travel. The redevelopment of the Hub saw the space redecorated, and the existing toilets refurbished. New doors and a lift were added to improve accessibility. The Hub now provides storage for 500 bikes and includes a cycle repair stand. Just over £71,000 was invested into the Hub generating a social value of £226,572.

The way the Hub is used has also been maximised. Enhanced cleaning provision keeps the area clean, while the Hub team partnered with local charity 'A Different Gear' to repair and re-use abandoned bikes. By returning 70 bikes to the community, we avoided landfill and improving people's travel choices. 12 bikes found new homes with refugees and students, connecting them to the city and reducing isolation. These activities provided a social value of more than £74,000.

We engaged our stakeholders throughout the design and development phases. Reaching out to charity partners, community members and other stakeholders that when added to the figures above generated a total social value for the new Hub of more than £300,000.

The potential impact of the Hub can be significant too. For every cyclist that uses a bike to travel to and from the station an additional health and wellbeing related social value of £8,348.28 is generated. The donations and support provided to 'A Different Gear' is used to benefit Heeley People's Park, the largest community owned park in the country, covering 3.5 hectares of land. Heeley, in 2022, had a population of 107,200 – if that population were regularly accessing the park a social value of £227,798,928.00 could be expected.

We want to promote the health benefits of cycling alongside the sustainable travel outcomes. A planned poster campaign will focus on cycling's health benefits, which, along with new cycle route maps will make cycling more accessible. Our promotion of health benefits generates a social value, as does every person we encourage to jump on their bike both in terms of the health benefits they will see but also their wider wellbeing from being more connected. Together these outcomes have a cumulative social value of £8348.28.



Aisle Gate 与 机 の 間



Customers at the heart of a sustainable railway

Social value for reporting period: -£356,274.58

UN Sustainable Development Goals achieved:



Climate & environment

We put the customer at the heart of a sustainable railway. One that is committed to improving our environmental performance by addressing key issues such as carbon emissions, air quality, biodiversity, and energy and water consumption. Decarbonisation of our services and stations remains a prime concern, and we aim to be at the forefront of this challenge as we pursue our Net Zero ambitions. However, during this reporting period, our environmental activities also resulted in a negative social value of –£932,409.41, highlighting the importance of continued focus and investment to mitigate adverse impacts and enhance long-term sustainability outcomes.

Carbon management

We are creating a cleaner, greener railway network that will spearhead the nation's ambition to become a world leader in sustainable transport. We are developing an extensive Carbon Inventory which will enable us to map out our Net Zero and Decarbonisation journey through to 2050. Achieving net zero is one of the main ways a company can support the UK policy on Net Zero.



Our carbon footprint

This year's carbon footprint report reflects an increase in CO2e emissions overall. As we have strengthened our approach to measuring our emissions, we have gained a much deeper and more accurate view of our emissions – which equates to our increase in emissions. We have invested in low carbon schemes which drive emissions in Scope 1 and 2 emissions – a commitment we will continue to progress through future interventions and schemes. Our Scope 1 non-traction gas oil emissions have been reduced by 56tCO2e as a result of our Low Carbon Stations programme. Scope 2 electricity use emissions have also reduced, reflecting our ongoing commitment to switch to renewable energy sources and improve energy efficiency.

Scope	FY23/24	FY24/25	Net Change	Social Value
Scope 1 Emissions from owned sources	126,230	136,081	9,851	£-1,940,198.98
Scope 2 Emissions from purchased sources (mainly electricity)	10,944	7,934	-3,010	£592,833.10
Scope 3 Indirect emissions	81,490	87,247	5,757	£-1,133,867.17
Totals	218,663	231,261	12,598	-£2,481,233.05

Engaging our people on the environmental agenda is critical in changing behaviours. Our Emissions and Natural Environment Steering Groups lead on embedding environmental practice across the company and they are supported by broader learning and training opportunities, including the completion of a carbon literacy programme, which involves two courses over one day.

Low carbon schemes

In the last year we invested £178,000 on low carbon schemes. We focused on renewable energy schemes, initiatives to reduce electricity consumption and removing dependency on gas supplies.

One scheme involved a local business to help deliver low carbon upgrades at Chesterfield Station. This was part of our Low Carbon Stations programme which targets stations with high energy usage and poor efficiency identified through our monitoring systems. We also invested £70,000 to create the first fully LED-lit station on our network. It is also the first of our stations to have its full gas system replaced by state-of-the-art air source heat pump technology, which is powered by 100% renewable electricity. In addition to the work at Chesterfield, similar upgrades have already been implemented at Derby and East Midlands Parkway. We are well on our way to achieving our goal of replacing all remaining gas heating systems across its stations by 2027.

While these commitments have a clear environmental benefit, they also contribute to our social impact – for every 1,000 litres of gas oil we save, £672 in social value can be generated.

Air quality

Our Clean Air Improvement Plan has led to improved air quality at Sheffield station following recent ventilation enhancements. This initiative supports Sheffield City Council's Clean Air Zone and reinforces our no-idling policy for taxis – an effort specifically designed to tackle a location previously recognised for high pollution levels. **Air quality measurements taken before and after the new vents were installed revealed a 35% decrease in nitrogen dioxide emissions during the period.**

Energy efficiency

As part of our net zero pathway, we are committed to installing solar photovoltaic systems capable of generating 100,000 kWh of renewable energy annually from 2030. As this project proceeds, we will look at how this initiative can help optimise the impact of on-site renewable energy within the rail network and increase use of solar panels more broadly.

As we generate electricity through solar system we create social value. For every 100,000kWh of power we switch to solar PV energy generates £5,000 social value per year.

Biodiversity

We are currently developing our Biodiversity Strategy. Partnering with the Derbyshire Wildlife Trust, we initially produced a development report that outlined the approach we would need to take and we continue to work with the Trust as we develop the Strategy. Our footprint includes 104 land parcels across six counties that cover more than 53 hectares.

We adopt a proactive approach to environmental stewardship and are committed to developing a thorough biodiversity management plan for our estate. We have set ourselves a target of 10% of our sites meeting the Wildlife Trust's biodiversity benchmark where suitable space is available. We also recognise the wider responsibility of the rail sector and work with industry partners on the development of the Sustainable Rail Blueprint which identifies 11 key focus areas for advancing industry-wide sustainability. Among these, 'A Railway for Nature' sets a goal for achieving biodiversity net gain by 2035, while 'Rail at the Heart of Communities' emphasises place-making, community rail initiatives, and strengthening local partnerships.

Our progress to date has realised a net gain of 82.02 biodiversity units, generating a social value of £1,548,823.

Noise

We actively manage noise and vibration to protect the health and wellbeing of our customers, our neighbours, and our people. This involves actively reviewing and optimising our boundary noise baseline and profiles at key locations across our network. These inform our approach to noise management and ensure noise impacts are proactively managed. We have developed our Noise Management Strategy and focus on providing excellent customer service through our live complaints system..

Water

We have invested in improving our measurement and monitoring of water consumption and as a result had an overall reduction in water use. This also due to better asset management and an improvement in train tanking and washing.

Supply chain resilience

PROMOTING RESPONSIBLE BUSINESS PRACTICES

Social value commitments support our procurement processes as we look to leverage value for our local communities. We want to make a positive impact on the sustainability of our business, and to create both economic and social benefit through an approach that focuses on more than the traditional approach of quality and cost.

We create opportunities for smaller, local business to become part of our supply chain and secure contracts. In this period contracts secured by Small and Medium Size Enterprises (SMEs) **valued nearly £19m and created a social value of £576,134.83.**

NOTES AND EVIDENCE	METRIC NAME	INPUT	ACHIEVED VALUE
SME Voluntary, Community, and Social Enterprise	SME business	279,375.50	£8,381.27
Voluntary, Community, and Social Enterprise	The value of contract opportunities awarded under the contract in £ to VCSEs	543,157.50	N/A
SME spend	SME business	18,925,118.70	£567,753.56

Summary

We have a strong and long-established commitment to putting our customers at the heart of a sustainable railway. This commitment is reflected across our strategic vision and our plans for the East Midlands Railway Network over the next 15 years. Sustainability, and environmental and social benefit, is embedded across these plans.

The assessment has highlighted the benefit (£58m) that we provide to our people through our commitment to inclusive and rewarding employment. Our training offer, the apprenticeship programme and other development opportunities we offer not only support our people but also create significant social value through enhanced social mobility. The commitment helps demonstrate the role the railway can have in raising aspiration and creating opportunity across the community.

Our educational outreach programmes connected with more than 8,000 young people across the region. These programmes and interventions are so important, driving learning outcomes in school and building awareness of rail as a potential career choice. They also help improve rail safety and help people consider sustainable travel choices. **Our education and employability programmes alone generated close to £850,000 while engaging more than 7,500 young people.**

Our community and charitable activities created more than £3m in social value. We work closely with our Community Rail Partnerships to connect with and support communities across our network through a great range of activities. Stakeholder engagement is a critical part of how we build and maintain close connections with our communities and other partners. Our stakeholder conference, community conference and many smaller and more direct engagements see hundreds of our colleagues spend thousands of hours connecting with our communities.

We are committed to spearheading a drive towards Net Zero within rail and over the last year have made progress across our carbon management programmes. We have strengthened our carbon measurement processes which saw our footprint increase within the year and puts us in a strong position to drive future reductions. We have also implemented schemes across our stations that will deliver reductions or improvements in the way we consume energy – increasing our use of solar energy or removing our reliance on natural gas. These commitments generated more than £1.5m in social value over the year.

We would like to take this opportunity to thank everyone who helps make our railway the positive force for good that it is. With the support of our colleagues who actively embrace sustainability within their roles or go above and beyond with their efforts volunteering in the community we are able to support a range of societal and environmental outcomes. With the support of our community partners, of our suppliers and our stakeholders we are able to maximise the impact felt across our network – making our stations and services more accessible and more energy efficient, ensuring our supply chain opportunities are accessible, and that we continue to build a railway for the future.



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