

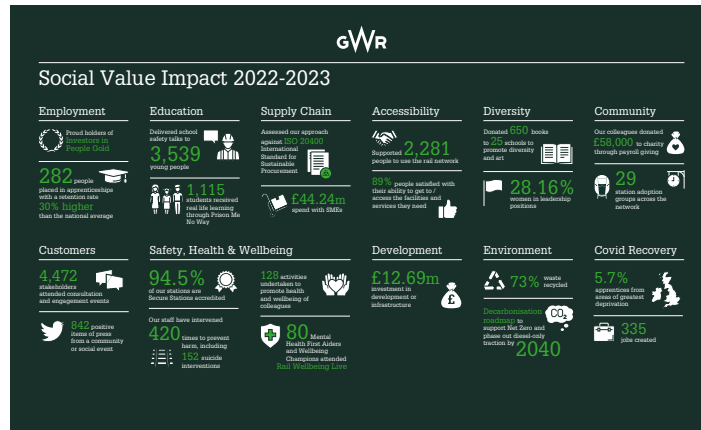
# CASE STUDY

## CAPTURING THE SOCIAL IMPACT OF ONE OF THE UK'S LARGEST TRAIN OPERATORS

### PROJECT OVERVIEW

Great Western Railway (GWR) is one of the UK's largest train operating companies, with the capability to have a lasting impact on the wellbeing and prosperity of many thousands of people.

Akerlof was commissioned to develop GWR's first ever social impact report, assessing and reporting their social value using the new Rail Safety and Standards Board (RSSB) Rail Social Value Tool. This process was a first for GWR and only the second for a train operator.



### WHAT WE DID

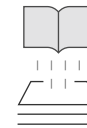
Working within the constraints of a tight 3-month programme, we held an initial workshop to identify critical internal stakeholders, reviewing the RSSB framework and GWR activities to map data requirements.

Workshops were then held with impact leaders in key roles across the business including, community engagement, diversity, training, HR, operations, health and safety, wellbeing and sustainability. We guided each team (30+ stakeholders) through the process to help them understand the significance of the project and social value, ensuring buy-in to identify case studies and existing data sets.

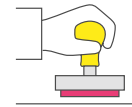
We utilised RSSB's online tool to measure the social value generated by GWR projects, day-to-day operations and investments, ensuring methodologies could be easily replicated on an annual basis. The results were consolidated within a comprehensive social impact report, including examples of best practice from across GWR and recommendations as to how to improve their data collection for future years.

[Download the report](#)

### THE IMPACT



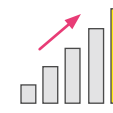
A powerful social impact report, underpinned by robust data and supported by compelling case studies to bring the data to life



Holistic overview of GWR's activities across all 12 of RSSB's social value indicators, fully aligned with their existing commitments



Buy-in from all teams as to how measuring social value can impact their part of the business for the better



Insights for better, more informed decision making and a baseline from which to set targeted strategies for improvement



Akerlof was contracted for three further years to re-assess GWR's social value and develop a Social Value Route Map, setting targeted strategies to both measure and maximise social value

### DON'T JUST TAKE OUR WORD FOR IT...

*“Akerlof absolutely delivered. Despite the scale of the challenge, everyone I've spoken to in GWR freely acknowledged what a pleasure it was to work with the Akerlof team, particularly their positive attitude and flexibility to make the process work for us. Their calmness and professionalism shone through and everything was made very clear.*

*It made a real difference to have structured 1:1s at the front end. These sessions really helped each of our directorates understand the principles of social value. Akerlof conveyed that each team's input was valuable, breaking things down into manageable steps so that the process wasn't as demanding as we had initially expected.*

*As the first ever social impact report for GWR, the end result is above and beyond and something we could not have achieved on our own within the timeframe. Ultimately, this is what we've been waiting for and fulfils our ambition to demonstrate the scale of positive impact within our operations, whilst highlighting areas of focus for future data collection and reporting.*

**Emma Morris, Community Manager, Great Western Railway**



### GET IN TOUCH

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