

The logo for Chilternrailways, featuring the word "Chilternrailways" in a white, sans-serif font. The letter "C" is a light blue color, while the rest of the text is white. The logo is positioned in the upper right quadrant of the cover, set against a dark blue background. The background also features a large, light blue curved shape that sweeps across the top and left sides of the page.

**Chilternrailways**

# **Chiltern Railways**

Economic, Social and  
Environmental Value Report  
2024

**March 2025**



### Departures

Time	Destination	Plat	Expected
11:30	Birmingham Moor St	2	On Time
11:38	Bournemouth Via: Oxford	3	On Time
11:39	Stratford U Avon	1	On Time
11:40	Nuneaton	4	On Time
12:02	Reading Via: Oxford	3	On Time
12:02	Birmingham Moor St	4	On Time
12:16	Manchester Picc Via: Birmingham Int	2	On Time

Time Now: 11 27 45



# 1. Managing Director's Introduction

Welcome to Chiltern Railways' 2024 Social Value Report. I am proud to share the Chiltern social value report for 2024 and to be able to highlight a further increase in our economic impact to a total of £1,497.6 million — an increase of £154.8 million from 2023. This impact comes not only from direct contributions like wages and procurement but also from the wider effects of our services on the environment, economy, and our direct investment in community projects.

We carried 22.5 million customers on Chiltern services in 2024, an increase of 1.5 million on the previous year, and across the whole 12-month period 90 % of our services arrived within three minutes of schedule. Every journey we facilitate unlocks new possibilities for the regions we serve. Supporting local economies, creating jobs, and strengthening social connections across London, Buckinghamshire, Oxfordshire, Warwickshire, and the West Midlands.

Our impact is driven by the dedication and expertise of our people. Chiltern is growing, with over 1,000 colleagues working across more than 30 locations. Every team—whether they are driving our trains, on the frontline of our stations supporting customers or working behind the scenes—plays a vital role in delivering a reliable, high-quality service. Their commitment ensures we continue to connect communities and create lasting social value.

While we celebrate our past achievements, we are energised by the exciting possibilities ahead as we seek to enhance our services and extend our impact. The mobilisation of East West Rail and our plans to replace our oldest carriages with newer trains, as part of our Right Route 2030 Vision, are key to this long-term vision. We are continually focussed on improving connectivity, elevating the customer experience, and creating greater economic

and social value. This report and stakeholder feedback will play a key role in informing our social value strategy for 2025

Our three-phase plan to improve, modernise, and decarbonise our trains is well underway. We are delivering a £12 million refurbishment of our 25-year-old diesel trains, including upgrades such as improved Wi-Fi and new USB charging points. In addition, a £4 million interior refresh of our Class 165 diesel fleet is set to begin in Spring 2025. We have also taken a key step towards reducing emissions by powering our Class 68 locomotives with hydrotreated vegetable oil. Looking ahead our long-term ambition is to replace aging diesel trains with low-emission alternatives, with ongoing work alongside Network Rail, DfT, and GBRTT to develop the business case for battery-electric trains and supporting infrastructure.

Thank you for your continued support—we look forward to continuing working together to achieving our vision of Easier, Greener, Better journeys.



**Richard Allan, Managing Director**

## 2. Summary of Findings

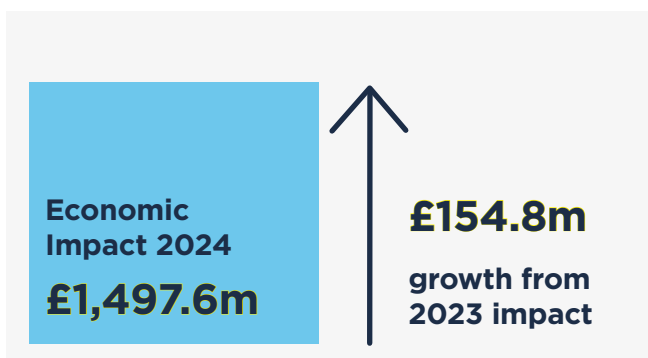
### Introduction & Methodology

Steer, an independent economics and transport consultancy, have produced this assessment of our economic, social, and environment value. Steer's previous report covered our economic, social and environmental impact for 2023 and found that:

- We generated over **£220 million in direct and indirect economic impact** through our own colleagues and our wide and varied supply chain;
- Over **£155 million in induced impacts** were generated through the employment and economic activity that our colleagues and supply chain support; and
- Our services generated just over **£950 million of catalytic impacts** by providing connectivity to rail passengers and through the wider societal and economic benefits that arise when passengers use our services.

For this assessment, which covers our impact in 2024, Steer has deployed the same recognised quantitative methodology known as an Economic Impact Assessment.

Steer's analysis has shown **our 2024 economic impact is £1,497.6 million which has grown by £154.8 million** from our 2023 impact.



### Our Activity in 2024

We are pleased to have continued delivering our [2030 Vision](#) for modernisation and decarbonisation this year, carrying 22.4 million customers and supporting economic growth across our network.

This includes building on our introduction of Hydrotreated Vegetable Oil Fuel (HVO) in 2023, to improve customer facilities on our diesel trains. In Summer 2024 we launched the first refurbished 25 year old (Class 168) train, with new facilities including a full interior refurbishment, USB sockets and improved Wi-Fi to make customer journeys easier and better.

From a community perspective we have delivered another 11 Community Investment Projects, supporting not for profit organisations with £140k of funding to deliver social value projects across our route. Highlights include Heart of England Community Rail Partnership delivering Rail Exploration Trips for 270 refugees in the West Midlands, the commissioning of a community mural with The Feathers Charity and the launch of the Marylebone on Display gallery, providing women from a local homeless shelter with the opportunity to express themselves through art therapy.

Moving into 2025, we continue to work closely with the Department for Transport to replace our oldest 47 year old (Mark 3) carriages with newer trains. These trains would also be fuelled with HVO fuel, further reducing Chiltern's impact on the environment.

# Summary of impact in 2024

## In 2024...



Chiltern carried  
**22.4 million journeys**



Calling at  
**66 stations**



An increase of  
**1.8 million journeys**  
from 2023



## Catalytic impacts **£1,084.4m**

User benefits  
£916.6m

Social and non  
user benefits  
£68.4m

Wider economic  
benefits  
**£99.4m**

## Direct impacts **£50.0m**

Expenditure on  
colleagues  
£50.0m

## Induced impacts **£169.4m**

Multiplier impacts  
£158.4m

Spend at stations  
£11.0m

## Indirect impacts **£193.7m**

Supply chain  
spend  
**£193.7m**

**Total impact £1,497.6m**

Non-user Benefits	2024	2023	Equivalent reduction
<b>Reduced congestion</b>	<b>£55.9m</b> ↑	£50.6m	279m kms of road travel
<b>Greenhouse gases avoided</b>	<b>£12.2m</b> ↑	£11.1m	35k tonnes of carbon
<b>Fewer accidents</b>	<b>£7.3m</b> ↑	£6.6m	73 collisions on the road

# 3. Introduction and Context

## Introduction to Chiltern Railways

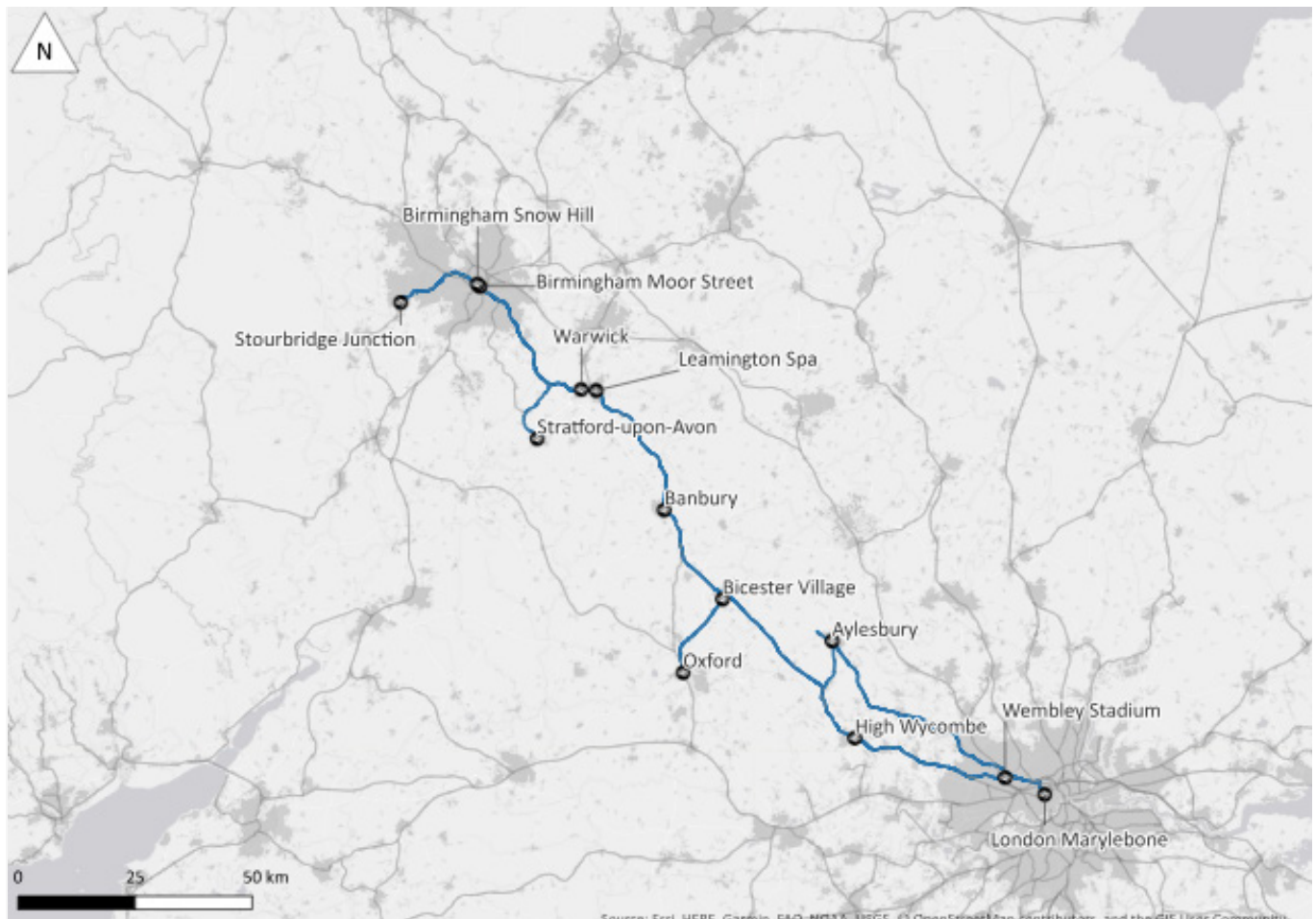
Chiltern Railways operates both commuter and intercity services along the Chiltern Main Line between London Marylebone and Birmingham, calling at a total of 66 stations.

Our vision for Chiltern includes operating a fully decarbonised route by 2035 alongside delivering more capacity and quicker journey times. These changes will help us offer more comfortable, greener, and reliable services to our passengers.

In 2024, **22.4 million** passenger journeys were made using our services, compared to

**19.3 million** in 2023. According to the Office of Rail and Road (ORR) pre-pandemic usage of Chiltern services was at 28.4 million passenger journeys in 2019/20. Despite changes to commuting patterns following the pandemic, we have ambitious plans to grow leisure patronage by delivering enhanced seating capacity and improved onboard customer facilities.

Additional trains would help us meet the demand for 42,000 new houses planned across the Chiltern network by 2030, and deliver sustainable travel to new developments such as the 16,000 seat Oxford United Stadium and Puy du Fou themepark.



## Chiltern Railways Services and Stations

We serve a variety of customer markets across our network. These include:

- Short distance commuter and leisure trips in north west London, between Marylebone, Ruislip, Wembley, and Harrow;
- Commuter routes out of London to and from major towns in Buckinghamshire, Oxfordshire, and Warwickshire;
- Intra-urban journeys in the West Midlands;
- Inter-urban flows across the Chiltern network, including between Birmingham and London; and
- Leisure and tourism journeys including to Wembley Stadium, Bicester Village and Stratford-upon-Avon.

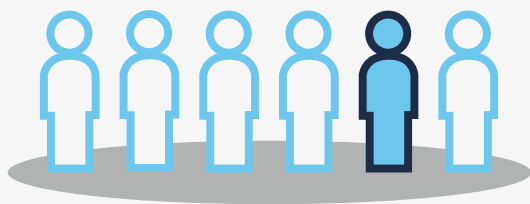
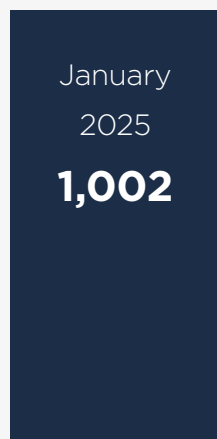
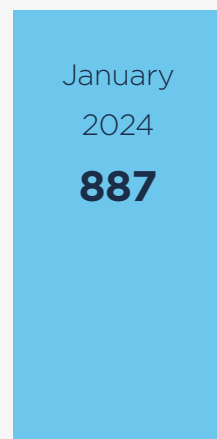
We are the station facility operator for 35 stations across our network. In 2023/24, the 35 Chiltern operated stations recorded over 36 million entries and exits in total.

## Employees and Suppliers

Our impact can also be seen through our employment and supply chain, including how these are spread across the country. As of January 2024, we had a Full Time Equivalent (FTE) of 1,002, with growth from a pre-pandemic March 2019 level of 852 FTE. Our workforce is distributed widely, with a strong core along the route we serve. In addition to the spend on employment, we contract and use suppliers across the country, with further information in this report showing that our economic and social impacts are spread across our route and beyond.

Our overall employment profile is expanding as we prepare to mobilise new rail services between Oxford and Milton Keynes as part of the East West Rail project. This scheme will create 94 new permanent jobs within Chiltern Railways, and support regional economic growth on the Oxford - Cambridge Arc.

## Chiltern Colleagues



In total, our colleagues live within **57** of the UK's 121 postcode areas



# 4. Chiltern's Community Activities for 2024

## Marylebone 125th Anniversary Celebration - Commemorating Community and Heritage

The Marylebone 125 event celebrated the 125th anniversary of London Marylebone Station on 15th March 2024. This milestone allowed Chiltern Railways to reflect on its historical legacy, engage with the local community, and outline its vision for the future of rail travel. The event attracted over 140 attendees, including stakeholders, colleagues, and local representatives, showcasing the station's historical significance while reinforcing Chiltern Railways' commitment to community impact.

The event was divided into three key parts: a station exhibition and welcome, a train naming ceremony, and a stakeholder and colleague reception at the Landmark Hotel. The station exhibition showcased a deep clean and repaint of key areas, a new historic exhibition and geographic map, and decorations to enhance the celebratory atmosphere. The train naming ceremony celebrated the station's legacy, while the reception included speeches from key stakeholders and presentations on Chiltern Railways' 2030 Vision for Marylebone Station.



The train naming celebration at Marylebone 125

## Marylebone 125 celebration impact on the local community and stakeholders:

- **Community Engagement:** The event brought together local stakeholders, businesses, and residents, fostering a sense of pride in the station's history and its role in the community.
- **Cultural Preservation:** The historical exhibition and train naming ceremony helped preserve and promote the station's rich heritage such as the deep clean and new decorations at the Harewood Road entrance
- **Enhanced Passenger Experience:** Station improvements, such as the deep clean and new decorations, created a more welcoming environment for passengers.
- **Future Vision:** The presentation of Chiltern Railways 2030 Vision demonstrated a commitment to sustainable development and long-term investment in the region's rail infrastructure.



Harewood road historic display commissioned for Marylebone 125.



## Delivering Social Value with Our Suppliers

### Centenary Lounge - Revitalising Chiltern Stations with Heritage and Hospitality

Centenary Lounge, founded by Aasia Baig, has become a cornerstone of Chiltern’s station experience, blending history with hospitality. These revitalised spaces not only stimulate local economic opportunities but also forge stronger community connections, breathing new life into our stations and the wider area. Since opening its first location at Birmingham Moor Street in 2009, the brand has expanded across key Chiltern stations, bringing beautifully restored café spaces that celebrate Britain’s railway heritage. With a focus on exceptional customer service and period-authentic designs, Centenary Lounge has transformed station spaces into vibrant community hubs.

### Birmingham Moor Street: Pioneering Heritage Restoration

Birmingham Moor Street, a Grade II listed station, lacked retail presence until Aasia saw an opportunity to revive an unused waiting room. With support from the Railway Heritage Trust (RHT) and Chiltern Railways, the space was transformed into an art deco-style refreshment room, complete with authentic Great Western Railway (GWR) features. Opened in 2009, the café has since become a celebrated destination for rail passengers.



7 stations revitalised with Centenary Lounge cafés since 2009



Centenary Lounge founder Aasia Baig (left).  
Source: Centenary Lounge

*“Centenary Lounge has been a labour of love for me. Creating beautiful spaces inspired by 1930s Art Deco railway refreshment rooms is such a fun part of the process and one that I thoroughly enjoy. When I first visited Birmingham Moor St in 2007, it felt as if I had stepped back in time! I met the commercial director, Ian Baxter, who kindly showed me the empty units and briefly shared the history of the 1930s railway refreshment rooms. The rest is history as they say...*

*Starting in 2009 at Birmingham Moor St Station and expanding to other Chiltern stations when the opportunities presented themselves, have contributed greatly to the success of the Centenary journey. I believe no matter the size of the unit, it’s all about making the experience more than just a stop but a memorable part of the customer’s journey.*

*Looking forward, the aspiration is to expand across prominent railway stations nationwide aligning perfectly with my vision of providing delightful experiences in beautiful spaces. By emphasising on the journey element as much as the destination, we aim to redefine the concept of travel hospitality.”*

**Aasia Baig, Founder and Managing Director of Centenary Lounge**

## Community Investment Fund (CIF) - Supporting Positive Change in our Local Communities

Investing in communities across the Chiltern Railways route is essential to furthering social, economic and environmental development. Applications for our 2024/25 [CIF scheme](#) opened in April 2024, and we were pleased to announce £140k of funding for 11 not for profit organisations in October. Application criteria focused on groups operating within five miles of a Chiltern Railways station, with all projects required to justify how they would deliver social, economic or environmental benefits to local communities.

Projects included new artwork to celebrate community figures at Banbury Station, tree planting events and workshops at Gerrards Cross and the transformation of vacant space at London Marylebone into an artwork exhibition. We also installed murals celebrating heritage and diversity at Oxford Parkway and Bicester North, all contributing to our Easier, Greener and Better vision for travel. Our first Community Investment Fund project of 2024 was delivered in October, The Feathers Association designed and installed a mural celebrating their 90th anniversary on the Rossmore Road bridge near Marylebone. Chiltern Railways unveiled this alongside Network Rail, Westminster City Council and the Lord Mayor of Westminster.



Representatives from Network Rail, Chiltern Railways and The Feathers Association with the Lord Mayor of Westminster for 2024/25

## Heart of England Community Rail Partnership (CRP)

The core Heart of England Community Rail Partnership funding from Chiltern Railways has been instrumental in supporting various activities aligned with the four pillars of Community Rail. In the past year we've been able to provide funding for every station adoption group through our Small Grants Fund, deliver careers days and rail safety workshops to schools, partner with Stratford Literary Festival to launch a nationwide story-writing competition for young people and continue our ongoing activities such as promoting our Rail Trails.

One significant project, the Railway Explorations Commonwealth project, began at the end of 2023 and continued through 2024. Funded by the Chiltern Railways Community Investment Fund, this initiative aimed to help refugees and asylum seekers in Coventry, Solihull, and Warwickshire build confidence and familiarity with the railways. Collaborating with Positive Youth Foundation, Coventry Refugee and Migrant Centre, and local councils, the project included rail confidence workshops and day trips. Thanks to Chiltern Railways' funding, 17 trips were provided to over 270 people, with future trips being planned, including a Christmas ice-skating trip for families in Solihull.



Heart of England CRP Getaway Initiative providing funded trips to refugees and asylum seekers to build confidence and familiarity with the railways.

### Marylebone on Display

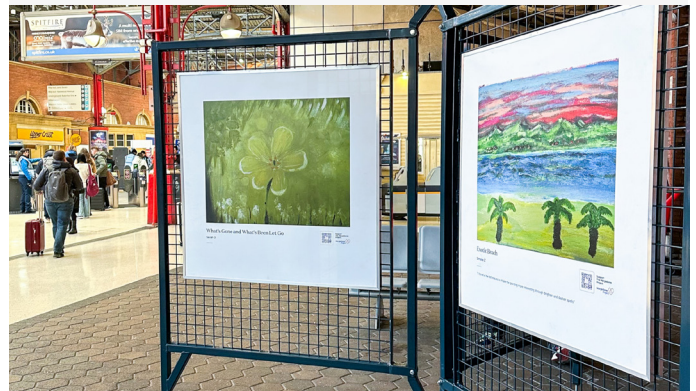
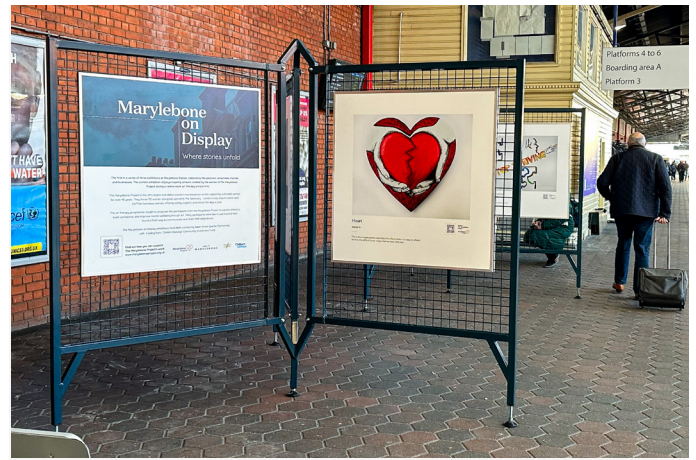
In addition, in November, the Marylebone on Display project, in partnership with the Baker Street Quarter and the Marylebone Project, launched its first artwork exhibition between 21st November and 15th January, created from an art therapy programme with homeless women in the Marylebone area.

The artwork has been created during art therapy sessions attended by women facing homelessness at The Marylebone Project, the UK’s largest and oldest women’s homelessness service. The sessions help support mental wellbeing and build confidence. Many of the participants were new to painting and engaged with the project as an alternative way of expressing their feelings and emotions. While art made in therapy is usually private, the artists chose to share these pieces publicly, offering a rare platform for voices often excluded from public art.

The artwork was viewed by tens of thousands of customers travelling through Platforms 1 and 3 of London Marylebone Station.

The scheme was supported by Chiltern Railways Community Investment Fund and was the first of three exhibitions over the course of 2024 and 2025, celebrating the work of local charities and small businesses that operate in the Marylebone area.

The project reinforces Marylebone station as a cornerstone of the local community, and Chiltern’s commitment to support the efforts of the Baker Street Quarter to make the area a vibrant place to work, live and study.



Marylebone on Display exhibition

*“Creativity has a healing impact for women accessing our service. At The Marylebone Project we aim to offer holistic support which can captivate women’s minds and souls as they move forward out of crisis. Art therapy sessions with our Art Therapist Carol have been a safe space for women to express their experiences and find solace in the pain. It is very moving to see their work displayed to this scale in our nearby train station.”*

**Miriam Kennedy, Marylebone Project Centre Manager**



The People of Banbury mural launch at Banbury station. The subjects of each portrait telling a unique story that connects them with the town.



Team Marylebone welcomes Lord Mayor of Westminster for 2023/24, Patricia McAllister, to the Marylebone 125 celebrations.

# 5. Economic, Environment and Social Value for 2024

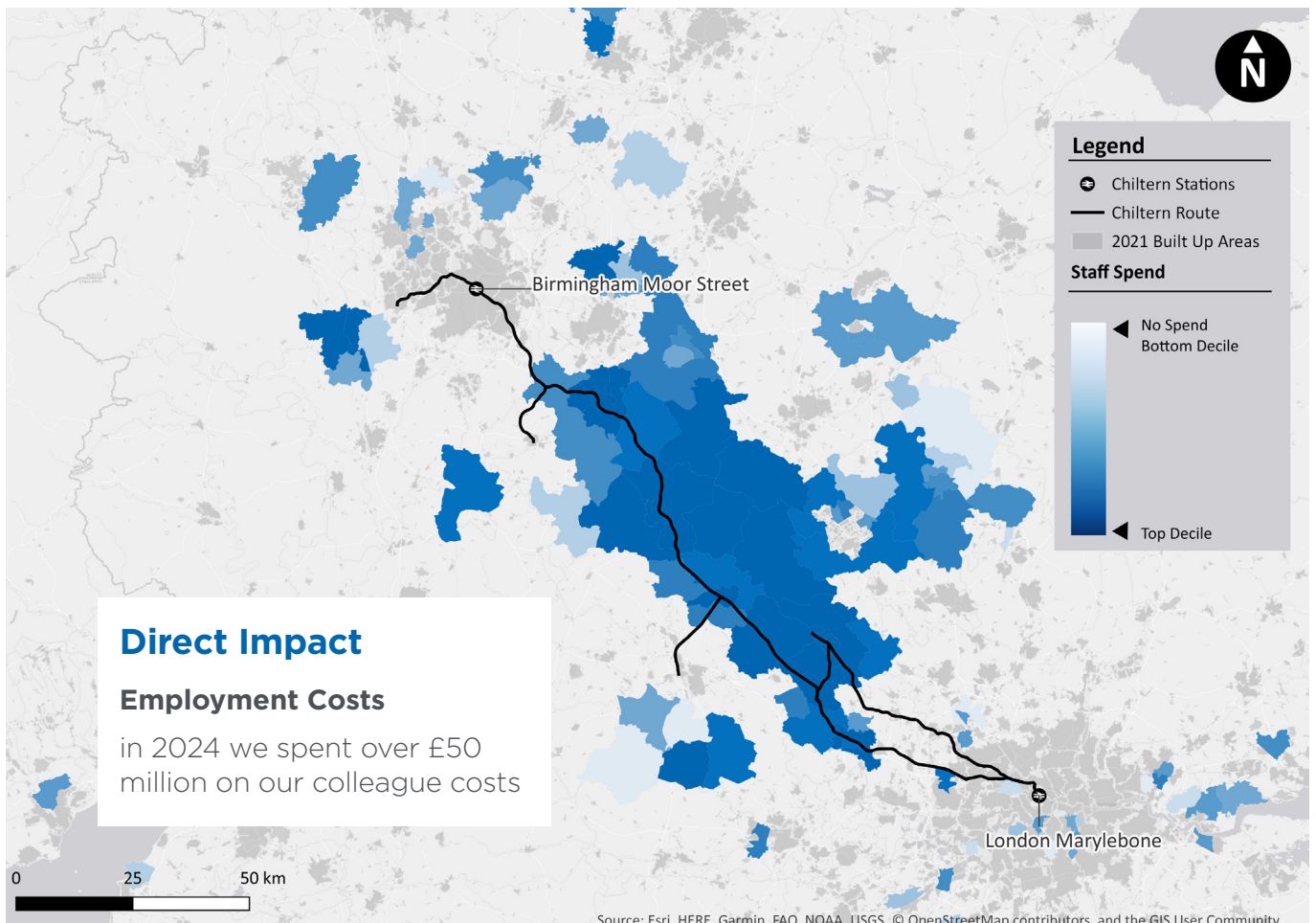
## Introduction

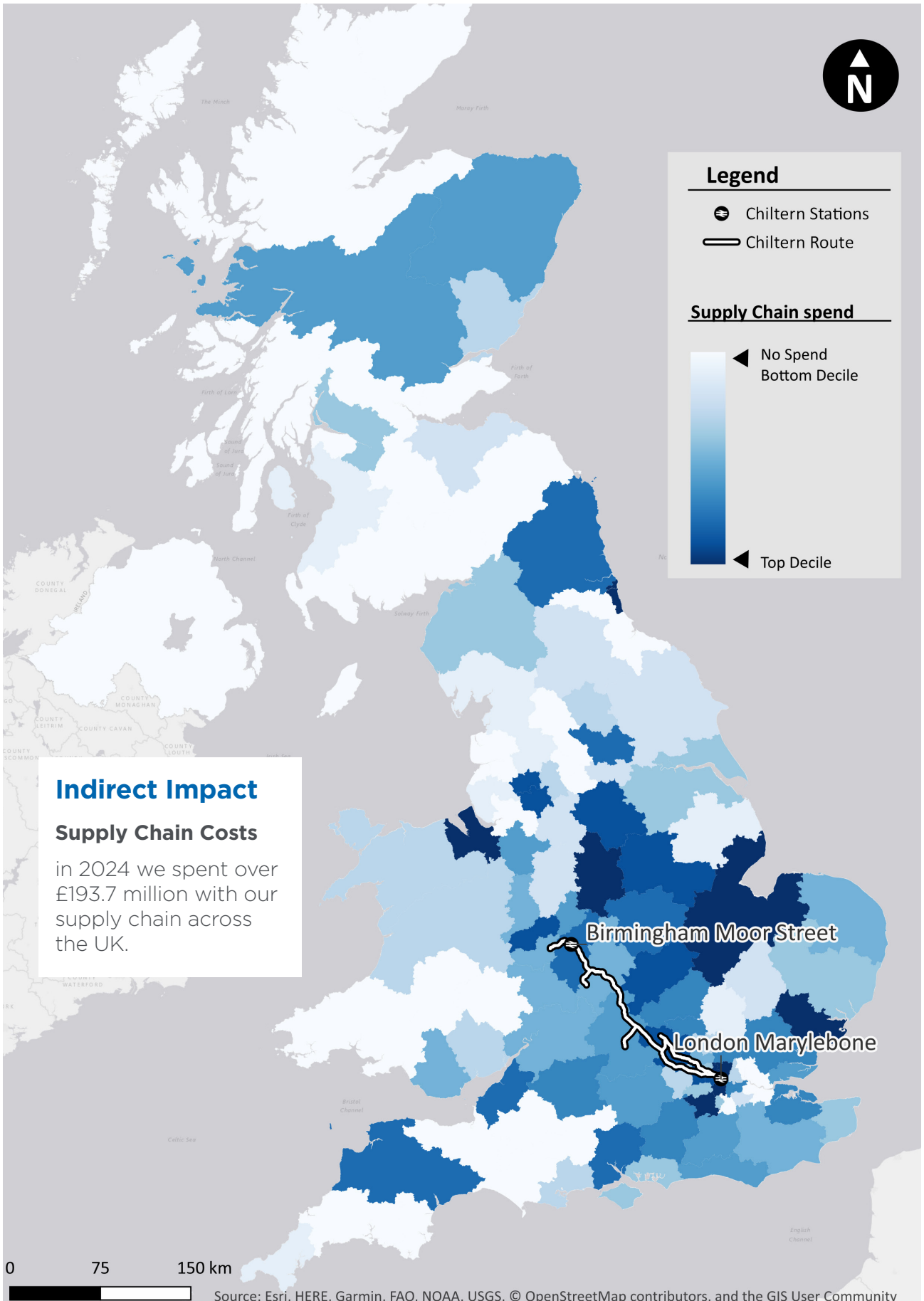
This chapter presents the results of the 2024 Chiltern Railways Economic Impact Analysis. The chapter is split into the four core channels of direct, indirect, induced, and catalytic impacts.

During the calendar year of 2024, we allocated **£50.0 million** towards colleague’s base salaries, national insurance, pensions, allowances, and other employment related costs.

This represents an increase compared to our 2023 expenditure, attributed to Chiltern’s upcoming expansion to operate services between Oxford and Milton Keynes.

The map below shows our colleagues are located across our network, with concentrations in Greater London, Buckinghamshire, Warwickshire and the West Midlands regions.





## Induced Impact

Induced impacts are primarily those generated where our spend on our staff and supply chain then supports jobs in other sectors of the economy. For example, our employees may spend their income on clothing, groceries, restaurants, or household goods which in turn generates employment in a range of sectors of the wider economy.

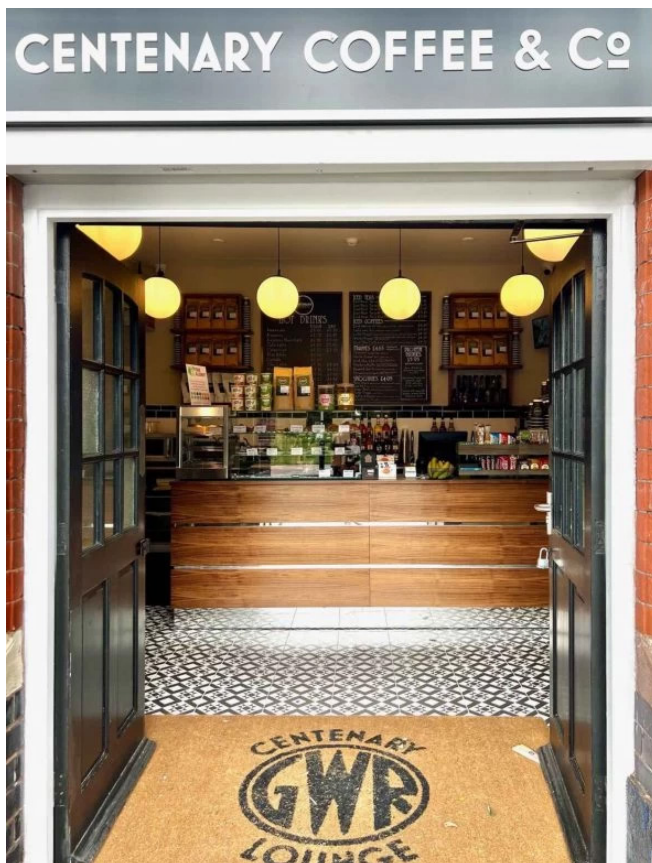
A common-practice approach to assessing the induced effects of an activity or industry on the economy – known as economic multipliers – has been deployed to calculate the estimated impact. Using the total direct and indirect impact of our activities, this multiplier impact is estimated to be **£158.4 million**.

## Spend at Stations

In addition to multiplier impacts, our services generated further induced impacts when our passengers spend money as a part of their journey. Retail spending at stations across the network from Chiltern passengers in 2024 is estimated to be **£11.0 million**.

## Total Induced Impact

Using the figures quoted above, our total induced impact is estimated to be **£169.4 million**.



Formerly a newsagents until 2022, now Centenary Coffee & Co at Solihull Station.  
Source: Centenary Lounge



Centenary Lounge's first location at Birmingham Moor Street, opened 2009.  
Source: Centenary Lounge

# Non-user Benefits Breakdown



**Reduced congestion**  
£55.9m



**Greenhouse gases avoided**  
£12.2m



**Fewer accidents**  
£7.3m



**Local air quality benefits**  
£0.8m



**Other (including indirect taxation)**  
-£8.7m

**Total**  
£68.4m

## Catalytic Impact

Catalytic impact encompasses the long-term social, economic, and environmental effects resulting from rail services. These impacts extend not only to passengers who utilise these services but also to the broader society and the entire economy.

### User Benefits

User benefits are realised by our passengers travelling by rail and experiencing a quicker journey time than through using alternative modes. The total annual user journey time benefits for our services and passengers in 2024 are estimated to be **£916.6 million**.

### Non-user Benefits

These are the broader societal benefits resulting from the positive externalities of our passengers choosing rail over alternative modes of transportation, primarily private cars. These benefits include reduced congestion, fewer accidents, and lower CO2 emissions. The total annual non-user benefits, with road as the alternative to our services, amount to **£68.4 million**.

### Wider Economic Impacts

These agglomeration and market output benefits occur as transport networks bring firms, people and places closer together.

Agglomeration benefits occur when firms and workers are more productive as a result of being drawn closer to each other through better transport connections. The annual agglomeration benefits of our services are estimated to be **£77.0 million**.

Improved transport services also help increase competition in markets across different sectors of the economy. DfT guidance states that these are equal to approximately 10% of business passenger benefits, giving an estimate of **£22.4 million** in additional benefit.



## Our Social Value Plan for 2025

Building on our £1.5bn of social and economic value delivered in 2024, Chiltern will continue to deliver our 2030 Vision to make journeys Easier, Greener and Better for our communities in 2025. This 3-stage plan includes delivering projects to modernise and decarbonise Chiltern, including investing in our trains and stations and delivering community engagement to celebrate the 200th year of the railway.

### Economic Impacts – Growth, Job Creation and Supply Chain Impacts

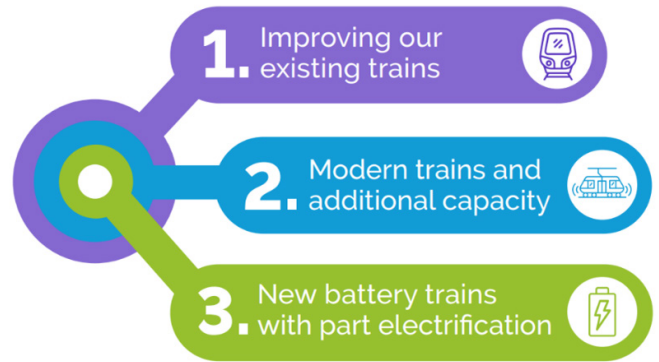
Chiltern will work with the Department for Transport and East West Rail Company to mobilise passenger services between Oxford and Milton Keynes, supporting economic and housing growth across the Oxford – Cambridge Corridor. This project will create 94 permanent jobs, including 44 apprentice train drivers. We are also recruiting new apprentices across our Engineering teams.

We are improving our existing trains with a £12 million refurbishment of our 25-year-old (Class 168) trains, with full interior refurbishment including USB sockets and improved Wi-Fi. Later this year, we will begin a £4 million refresh programme for our 34-year-old (Class 165) trains.

### Environmental Impacts

We have applied to run new trains on Hydrotreated Vegetable Oil (HVO) fuel, reducing carbon emissions by up to 90% and building on our successful introduction of the fuel in 2023. We will work with Rail Safety Standards Branch (RSSB) to understand the impact of Chiltern’s fleet on Air Quality and the environmental impact of moving more of the fleet to HVO fuel.

We will simplify waste arrangements at our stations and on trains to increase recycling efficiency. Chiltern will produce a Carbon Reduction Plan in line with science based targets requirements to measure and reduce business carbon emissions.



### Community Engagement Programmes

Chiltern will provide £133k for not-for-profit organisations to deliver community and station improvement projects in 2025/26. We will support our Community Rail Partnerships (CRP) in Warwickshire and Oxfordshire with £15k of core funding and £10k of project funding per CRP.

As part of the 200th anniversary celebrations of the railway network, Chiltern will host the National Exhibition Train at Birmingham Moor Street in early July. We will celebrate the 25th anniversary of Warwick Parkway and the 175th anniversary of the railways in Bicester in October 2025. Community engagement for our new station at Winslow includes rail safety briefings for around 1,000 school children, recruiting a new volunteer group, and delivering a community mural.



Launching our Hydrotreated Vegetable Oil trains with Marylebone residents

# Summary of impact in 2024

## In 2024...



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An increase of  
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## Catalytic impacts

**£1,084.4m**

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## Indirect impacts

**£193.7m**

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**Total impact £1,497.6m**

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