

NORTH YORKSHIRE  
**NYMR**  
MOORS RAILWAY

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FAST FORWARD 50 YEARS



# ANNIVERSARY



# NYMR TODAY

- Run through 6 stations across 23 miles through the stunning National Park
- In the top 3% of UK charities
- Carry more than 300,000 passengers
- Turnover circa £9,000,000 supplemented by grant funding, legacies and donations
- Around 1000 volunteers and core team of paid staff

Heritage powered by people



# MISSION, VISION & VALUES



## OUR MISSION

### WHO WE ARE

By being an adaptable, dynamic and innovative charity, our living museum railway experience inspires all generations. Our mission, as a team, is to engage with wider communities and encourage learning for all, and to ensure our future environmental and financial sustainability.

*Together, we are the NYMR!*

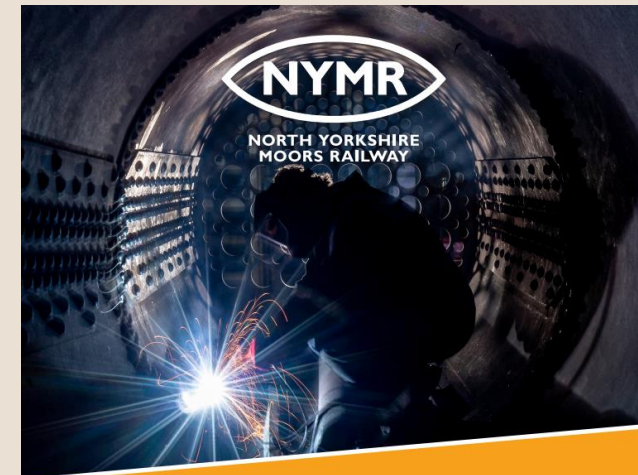


## OUR VISION

### WHAT WE STRIVE FOR

A place where people can come and explore the NYMR's rich industrial, cultural and natural heritage. A committed railway charity that does more than just move people. We are dedicated to delivering a fulfilling experience for all those who engage with us.

*We are first-class!*



## OUR VALUES

### GUIDING PRINCIPLES

#### CARE:

People matter to us. We support one another by showing kindness and respect; encouraging development, embracing diversity, and creating a safe, inclusive environment.

#### ENGAGE:

We celebrate our heritage by sharing our passion, skills and knowledge to connect with our team, visitors, partners and communities.

#### INSPIRE:

Create a can-do, positive and enjoyable environment which enables people to contribute, grow and make a difference.

#### ADAPT:

Working together to embrace change, ensuring we are innovative, resilient, relevant and sustainable.

<https://youtu.be/mLsWL6yjHL8>

# MORE THAN A RAILWAY

Accredited Museum – the scheme is the UK industry standard for museums and galleries

It tells everyone involved with a museum that they're doing the right things to help people to engage with collections and protect them for the future.

The Museum Accreditation scheme does this by making sure museums manage their collections properly, engage with visitors, and are governed appropriately.

## National Portfolio Organisation

We receive regular funding from Arts Council

- Restore visitor numbers to pre covid levels
- Improve on station and on train interpretation
- Improve educational offer and an enhanced focus on long-term skills
- Widen participation and remove barriers to travel
- Setting standards for rail heritage by confronting CO2 emissions



# CHARITABLE AIMS

**Education** of people from all backgrounds through the operation of a living museum, demonstrating the impact of the coal-powered steam railway as a catalyst for the rapid expansion of the rural industrial revolution, and a foundation of modern societies and economies.

**Citizenship, community engagement and development** opportunities for the individual wellbeing for all ages, backgrounds and ethnicities through the promotion of volunteering, learning and training, including training and development in at-risk heritage skills.

The advancement of **Conservation** of the flora, fauna and species within its lineside estate, adjacent to and within the North York Moors National Park, including designated areas of Special Scientific Interest forming part of that estate.

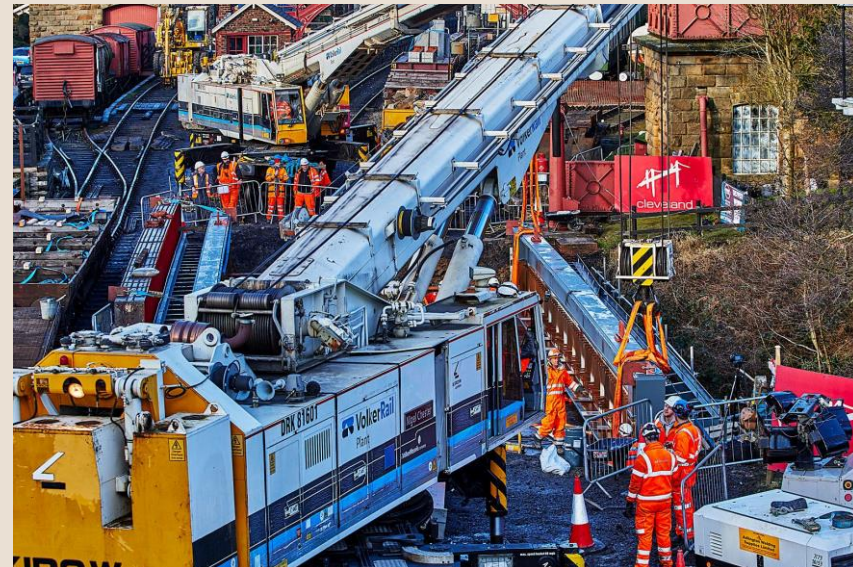
**Heritage Preservation** and operation for the public benefit of the historic railway line across the North York Moors between Grosmont and Pickering. The operation of heritage steam and diesel trains.



# YORKSHIRES MAGNIFICENT JOURNEY

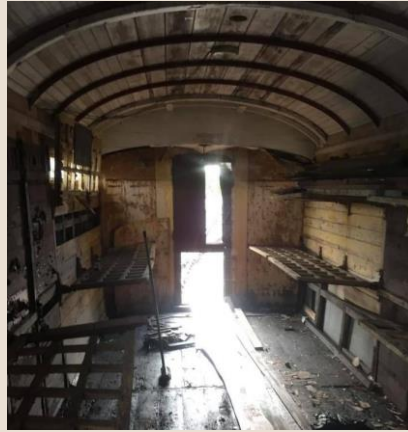


£10 million project funded  
by Lottery Heritage Fund

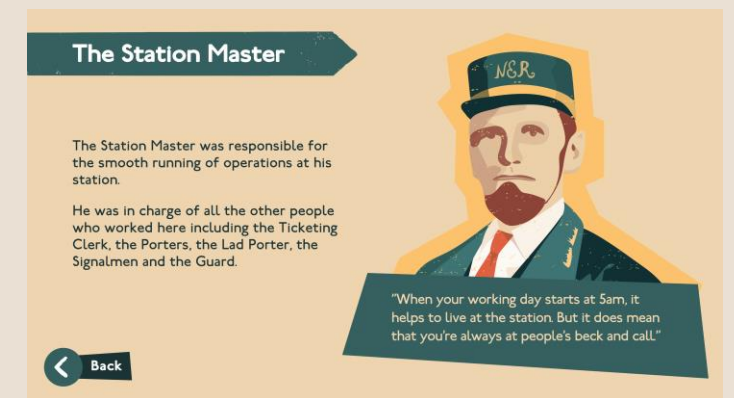
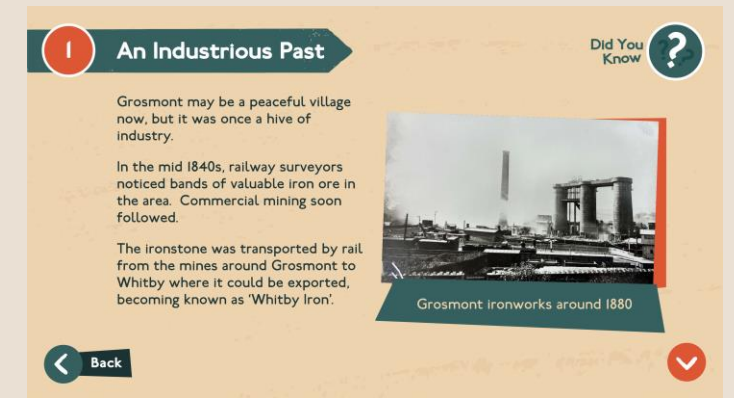




# EDUCATION



# 21<sup>st</sup> Century



Free to download from App Store and Google Play

# OUTREACH



# WIDENING PARTICIPATION



Smile  
Foundation /  
PATT  
Foundation

*'escape from  
reality'  
'I'm not the only  
one'*



Collaborating  
with  
Pickering Rotary

*'This for many is the  
only trip out they will  
have this year, or for  
some, many years.'*



# WHO ARE OUR VOLUNTEERS



# WHO ARE OUR VOLUNTEERS



Work Experience  
University Placements  
Employer Supported Volunteering



# VOLUNTEER OPPORTUNITIES

## VISTOR FACING

- Booking office
- Customer services
- Welcome hosts
- Retail
- Tea rooms
- Train guides
- Station staff
- Guards/Foreman
- TTI
- Dining Stewards
- Education
- Community Engagement

“  
*...everyone will try to help  
you and the welcome  
makes it all worthwhile.*

*Graham, Travelling Ticket Inspector*

## BEHIND THE SCENES

- Archives
- Fundraising
- H&S
- Footplate
- MPD
- C&W
- Signaller
- PWAY
- LC
- S&T
- Junior Volunteers/Supervisors
- Station Groups
- Firecon

# REGULATIONS



Office of Rail and Road  
Railways and Other Guided Transport  
Systems  
NYMR Safety Management System  
Health & Safety at Work Act  
Personal Track Safety  
Safeguarding





# HOW WE RECRUIT

## RAISING AWARENESS

- WEBSITE – ENGAGE – VOLUNTEER – GET INVOLVED
- Social media / events / campaigns

## EXPRESSION OF INTEREST

- Basic details
- 10-day sla

## INTRODUCTION TO VOLUNTEERING

- Group session in person or via Teams
- Enables an informed decision to be made

## APPLICATION FORM

- Requests 1<sup>st</sup> / 2<sup>nd</sup> choice department
- Volunteer Handbook & Safeguarding Policy

## APPLICATION RECEIPT

- Department action
- 10-day sla

## ONBOARDING

- HOPS file created and ID card issued
- Onboard checklist

# POLICIES & PROCEDURES

VOLUNTEER POLICY

JV POLICY

PROBLEM SOLVING POLICY AND PROCEDURE

SAFEGUARDING POLICY

SUPPORTING LIFE CHANGES GUIDANCE

COMMUNICATION

Intranet – Moors Online

HOPS

Facebook group

Moors Line



# REWARDS AND RECOGNITION



LONG SERVICE AWARDS – recognise, appreciate, celebrate

Honorary Life Vice President – Terry Newman

# BENEFITS FOR WORKING VOLUNTEERS

- DISCOUNTS – hospitality, retail, clothing
- ACCOMMODATION – across the site
- FREE TRAVEL – on duty
- COMPS – 12 tickets for friends and family
- MEMBERSHIP – free to active volunteers
- LONG SERVICE AWARDS
- EMPLOYEE ASSISTANCE PROGRAMME – available to both staff and volunteers
- ANNUAL CELEBRATION

in addition to social, professional and personal benefits of volunteering



# CHALLENGES

WE DON'T ALWAYS GET IT RIGHT!

6 MONTH PLAN – Enhancing Volunteer Engagement

- Clear Expectations
- Communication Channels
- Recognition and Appreciation
- Feedback Mechanisms
- Planning

CHALLENGES

- Data collection
- Diversity & Inclusivity
- Retention
- Training
- Cost



# IMPACT AND EVALUATION

WHY – WHO – HOW – WHAT

More people feel more connected to us, our heritage and each other

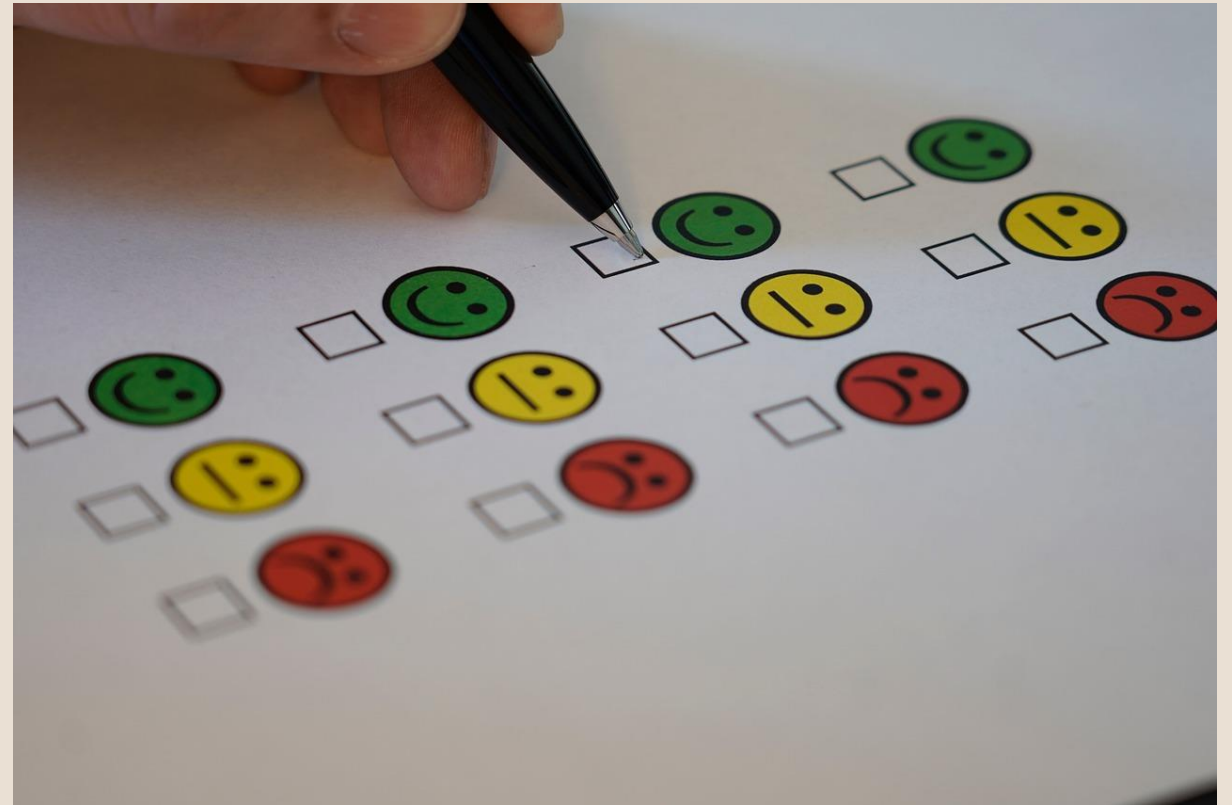
External Agencies

Surveys

- Visitor survey
- Culture Counts
- Illuminate
- Survey Monkey

Impact Statements

Annual Impact Report



**‘living the dream’**

# THANK YOU

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[www.nymr.co.uk](http://www.nymr.co.uk)

<https://youtu.be/mLsWL6yjHL8>

