

“Being a Corporate Partner allows me to reward staff and thank customers in an innovative way”

*Viv Hudson-Findlay
Managing Director, Great Little Breaks*



You'll be delighted

“As business leaders we have a responsibility to support this regional treasure and ensure generations to come can enjoy the Railway”

*Colin Foxall
Commercial Director, Nexus Creative*



“Our staff tell us they are thoroughly enjoying the events we are making available to them through our partnership with the Severn Valley Railway Charitable Trust. Thankyou for making their experiences on the Railway so gratifying.”

*Sue Ashby
Reward Manager, Sanctuary Group*



“I am proud to be a founder member of the Club. The unique offerings I receive will be used to motivate employees and acknowledge and thank high performing staff”

*Louise Hewett
Managing Director, Hewett Recruitment*



“Being able to give our suppliers, staff and clients something special, unique and incredibly memorable will assist in setting us apart from our competitors”

*Tim Hill
Joint Managing Director, Hills Ford*



The Severn Valley Railway Charitable Trust is a registered charity, set up by the Severn Valley Railway family to help ensure the long-term future of the Severn Valley Railway.

Fundraising Office, Severn Valley Railway Charitable Trust,
Number One, Comberton Place, Kidderminster, DY10 1QR
Tel: 01562 757940.
Email: fundraising@svrtrust.org.uk
www.svrtrust.org.uk
Registered Charity No: 1092723



The Severn Valley Railway is the proud recipient of The Queen's Award for Voluntary Service 2013, the highest award given to volunteer groups to recognise outstanding work done in their own communities and is considered to be the MBE for volunteer groups.



Corporate Partnership Club

Preserving, contributing, enjoying





The Severn Valley Railway is a leading award-winning standard gauge preserved steam railway. The heritage line runs along 16.5 miles of the beautiful Severn Valley from Bridgnorth to Kidderminster, crossing the Shropshire/Worcestershire border and following the course of the River Severn for much of its route.

For nearly five decades, the Severn Valley Railway has graduated from relative obscurity to a prominent position in British railway preservation. Nowadays, the initials SVR are not solely part of the specialist jargon of keen railway enthusiasts but are known to over 200,000 visitors a year.

Not only has it become a tourist attraction of national standing but, as the unfortunate storm damage of 2007 illustrated, the Severn Valley Railway is a major part of the local and regional economy having a net economic impact to the West Midlands of nearly £11 million and each year generating £5.4 million in gross value added for the regional economy.

The cost of the day-to-day running of the Railway is covered thanks to the Railway's 100 volunteers

and a small group of paid staff who help generate the daily income from passenger fares, the shops and catering outlets. However, to maintain the ageing infrastructure and rolling stock, the Railway now needs to raise money to ensure it can continue to provide children, adults and enthusiasts with an authentic experience of the Golden Age of travel.

The Corporate Partnership Club has been created to raise vital funds for the development of the Railway and provide key business benefits to Corporate donors including "money can't buy" experiences.

Please join us and be part of making the Severn Valley Railway the leading heritage railway in the UK – a wonderful experience for children, families and enthusiasts.



Boosting Local Economy Strengthening Communities

Contributing now to the future of the Severn Valley Railway will:

- Establish an on-going partnership between your company and the Railway.
- Make a strong statement about your company's commitment to strengthening the communities in which you work.
- Help boost the local economy.
- Provide much-needed funds to preserve our heritage for future generations.

Corporate social responsibility within the community that organisations operate is an ever-increasing requirement, however it cannot just be about fulfilling a duty to society; it also needs to achieve competitive advantage, enhance brand image, uncover previously hidden commercial opportunities, reduce costs, and attract, retain and motivate employees and shareholders. The Corporate Partnership Club will have key business features to ensure that it is

mutually beneficial to your company and the Severn Valley Railway.

The Club has three tiers of membership, and lasts for three years:

- Gold at £10,000,
- Silver at £5,000, and
- Bronze at £2,000.

A range of benefits from exclusive behind-the-scenes tours, family passes and use of our luxury dining carriage for corporate entertainment are included in the membership.

