



## Mid Hants Railway Preservation Society

### Corporate Fundraising Pack

**“Preserving Hampshire’s Railway Heritage for  
this generation and many more to follow!”**



## The Mid Hants Railway Preservation Society

**Thank You!** By opening this Corporate Fundraising Pack for the Mid Hants Railway Preservation Society (MHRPS - reg. Charity 284406) you have taken the first steps to securing the future of Railway Heritage in Hampshire.

The Mid Hants Railway, affectionately known as the 'Watercress Line', is a heritage railway, saved after closure by British Railways by a band of enthusiastic volunteers in 1973. They raised enough money to re-open the line as a visitor attraction from Alresford to Ropley in 1977 and continued to raise funds to relay the track to join up with the South West Trains station at Alton by 1985.

The railway operates a fleet of steam locomotives for public benefit, educational purposes and to encourage an interest in all kinds of railway transportation systems, vehicles and equipment; to foster and support railway preservation.

Today the railway runs the full 10 miles between the market towns of Alresford and Alton, preserving an important piece of our 1940's – 70's railway heritage for this generation and many more to follow.

**The Mid Hants Railway is a not for profit organisation which has always been funded by the generosity of its supporters and visitors.**

The objectives of the MHRPS are to demonstrate the history and development of train travel by operating trains; to provide interpretative displays; to provide access to the Society's archival and photographic collections; to promote and support visits by educational groups to provide facilities for research; to provide training in the operation of the railway and in the restoration and maintenance of its assets.

We are creating the next generation of engineers by generating interest at an early age through partnerships with schools and events like "Days Out With Thomas". We encourage teenagers to volunteer with our Rangers group giving them practical hands on technical experience and develop a number of apprentices to build on their existing skills.

Our beneficiaries fall into six main groups: the general public, schools, colleges and formal educational establishments, our volunteers, rail enthusiasts and historians.



## Corporate Social Responsibility

Corporate Social Responsibility describes the principle of an organisation voluntarily committing to make a positive effect on society and managing the social, environmental and economic impacts of their business. This is applicable for organisations of all sizes and the MHRPS would be happy working with one man start-ups, large commercial enterprises and everything in-between.

The MHRPS are looking for support to continue meeting its charitable aims. The Watercress Line is not immune to changing economic conditions and faces considerable costs including but not limited to:

- Typically £500,000 for restoration/overhaul of a Steam Engine (required every 10 years at a minimum).
- Typically £30,000 for overhauling a Heritage Carriage.
- Maintenance costs for 10 miles of permanent way including 22 bridges (one of which recently required repairs costing £100,000).

These costs exclude the considerable saving offered by using the vital efforts of enthusiastic volunteers.

A partnership with the MHRPS can offer your organisation a number of attractive benefits, for example:

- Differentiator from competitors.
- Positive publicity and media opportunities (125,000 Passengers a year).
- Recognition on our website (receives 1300 to 2500 unique visits a day).
- Recognition on our Facebook page (estimated reach of 15,000).
- Opportunities for corporate hire including a unique meeting venue and team building exercises.
- Work experience for employees, ideal for learning & development.

There are a number of ways you can support the charity and MHRPS Trustees can work with you to build a mutually beneficial relationship. There are a number of on-going projects that would benefit from donated funds and our workshops are always grateful for suitable tools and materials. Alternatively employee time and skills can also provide valuable support.

Project Roadtrain was a joint advertising venture with Hunts Transport. Managing Director Derrick Hunt said “As a long standing local business, it is important to us that we continue to support the local community and economy”.



## Example Restoration Projects

### SR MERCHANT NAVY CLASS No. 35005 CANADIAN PACIFIC

This magnificent locomotive was designed by OVS Bulleid, Chief Mechanical Engineer for the Southern Railway, and was assigned to the heaviest of duties. They were known for their power and speed, topping 100mph towards the end of steam was not uncommon. Can Pac was even recorded achieving 105mph! Canadian Pacific, 'Can Pac' or 'CP' as she is affectionately known, is currently out of service awaiting overhaul. Much work is required to return this fine locomotive to steam here at the MHR. The boiler work alone is expected to exceed £100,000.00.



### BRITISH RAILWAYS STANDARD CLASS 4 No.75079

The opportunity arose recently to acquire the partly restored 75079 and although much work has been done on the restoration, there is more to be done and the estimate of the cost of that work currently stands at £200,000. The engine is ideally suited to our line; with the hill in the middle we must have powerful engines, but not unnecessarily powerful. The Standard Four is just right; it can cope with five or six coaches but it could not manage significantly more, so it is economical to run.



### Class 205 DEMU Hampshire Unit 1125

The Hampshire Units were one of several classes of Diesel Electric Multiple Unit (DEMU) built by the Southern Region of British Railways. 1125 was on duty on the Mid Hants line on 4th February 1973, the last day of BR services, it would not return again until May 2004.



### Freight Train



At the Watercress Line we have our own wagon restoration group who have restored and maintain around 30 wagons, plus containers - you can keep up to date with all their news. Our freight train aims to be typical of those circa 1960.

### Buildings & Artefacts



## Case Studies

### LMS Black 5 45379

45379 arrived on the Watercress Line on 1st March 2002. Black Fives occasionally worked as far south as Bournemouth and ran over the Mid-Hants. This locomotive is large enough for the steep gradients here at the Mid-Hants, but small enough to be economical. The restoration of 45379 was completed in 2010 when she steamed for the first time since 1965. The restoration was funded by donations, sponsored events and part donations.



### SR Schools Class No. 925 Cheltenham



In 2012 Cheltenham was fully overhauled and returned to steam over 30 years after it was last in service. Working in partnership with the National Railway Museum in York the locomotive was been stripped down and rebuilt by a highly skilled team from the Watercress Line. The “Tenner for Cheltenham” appeal and commercial partnership with the NRM was vital to restore this engine.

### The King’s Cross Footbridge

Thanks to support from Network Rail and generous donations we were able to refurbish the Grade I listed structure made famous by films including the “Elizabethan Express” and “Harry Potter and the Philosophers Stone”.



### Donation of Tools and Parts

AHC in Camberley donated nuts and bolts that are used to restore our historic vehicles. We have been very grateful for a MAG Drill donated by UDCE which is helping our current restoration of 75079. 2<sup>nd</sup> Hand equipment can be ideal for keeping our apprentices working hard.

## Frequently Asked Questions

### **How will my business benefit from supporting the MHRPS?**

Sponsorship links your brand or company name to the MHRPS differentiating you from your competitors as a socially responsible organisation. It will make your employees feel proud to work for you and could potentially attract new talent. Importantly it gives you an opportunity to engage with a wider audience. A recent example of a Learning & Development opportunity is NatWest sending some of their managers to spend time with us to build their knowledge of small businesses.

### **How can I support the MHRPS?**

The MHRPS can benefit from donations of time, skills & funds. You could organise your own fundraising event, become a charity of the year sponsor or offer match funding for one of our restoration projects.

### **How does Match Funding work?**

You agree to match our fundraising at ratio/limit that suits you.

### **What is a charity of the year sponsor?**

Some organisation chose a charity to support throughout the year with a host of fundraising events over a period of time that suits them. Our trustees can help you identify a series of events that suit the demographics of your employees.

### **What kind of events could I run?**

The only limit is your imagination. You could hold a raffle, hold your very own office olympics, sponsored car washes, have an odd clothes day or hold a swap shop.

### **How will my employees benefit?**

Partnerships with charities can motivate staff, help them develop new skills and increase loyalty bringing a positive atmosphere to your organisation.

### **So do you think you can help?**

Let us know using the contact details below, then one of our Trustees can get in touch to plan a relationship that is mutually beneficial.

#### **Mid Hants Railway Preservation Society Ltd**

Reg Charity No. 284406

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