

Community rail *in the city*

Key date timeline

Key date

Friday 1 November



- Bookings open for reserving your space. Please note spaces at railway stations, especially Network Rail managed stations, are on a first come first served basis. To book your space email: alice@acorp.uk.com

5 months to go

December

- Now is the time to start planning your on-the-day activities
- Use the Community Rail in the City activity ideas sheet ([found here](#)) for a host of inspiring activity ideas
- Consider partners you want to work with and start conversations. For more suggestions of partnership working download the '[Developing partnerships with the tourism sector](#)' guidance from the ACoRP website

Key date

Friday 10 January 2020



- Bookings close for applying for promotional spaces at stations. Any bookings received after this date may not be accepted
- If you are considering attending other locations such as shopping centres or local attractions, it is advised that you have had initial conversations and pencilled in the event date with the venue by this time

4 months to go

January

- If you booked space through ACoRP you should receive confirmation on your allocated place at the station. You will also receive specific timings of the day so you can start organising staff and volunteer attendance
- Attending a Network Rail Station? ACoRP will send you paperwork (such as risk assessments) for completion

CONFIRMED

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3 months to go

February

- Time to think about accommodation and travel arrangements for your staff/volunteers alongside any additional storage needs
- You should have completed relevant paperwork for the stations/venue and sent through to ACoRP for processing, if necessary
- Your activity plans should be confirmed by the end of this month



2 months to go

March

- ACoRP will send risk assessments and paperwork to relevant stations and will receive permission for activity to take place. On some occasions you may need to adjust your activity plans to adhere to station health and safety regulations. If this is the case, ACoRP will work with you to work around any issues
- You should receive your template press release from ACoRP this month. This press release will enable you to insert your own activity details and forward onto your local media contacts in advance of the event

Key date

Wednesday 1 April 9.00am

- This is the final day to inform ACoRP of your on-the-day activity to be included in promotions. The information you provide may be included in ACoRP's regional and national press releases

1 month to go

April

- This month you will decide what ACoRP promotional material you would like to accompany your stand. These items are subject to change, however last year's materials included a standard size pop-up banner promoting community rail, Scenic Rail Britain postcards and copies of the community rail map
- ACoRP materials will be delivered to your specified address at the end of this month
- Make sure staff/volunteers are aware of travel arrangements/shift patterns
- Brief your team on key messages and what you want to get out of the day

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1-2 weeks to go

May

- Check you have telephone numbers for individuals you may need to get in touch with on the day such as colleagues, station manager, ACoRP etc.
- Create your visitor engagement sheets to record how many visitors you speak to on the day
- Create a checklist of materials and equipment to minimise forgetting anything essential

Key date

Wednesday 13 May

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Enjoy the day!

Post-event

May / June

- ACoRP will be asking for feedback on the planning, organisation and delivery of the event. This feedback is vital and helps to develop and improve future events. A questionnaire will be sent out shortly after the event to collate your thoughts
- Send ACoRP a selection of photographs you've taken during the day to help promote next year's event
- Carry out your own evaluation. Think about what aspects of the day worked and what things you would do differently next time
- So ACoRP can build an extensive picture of success, send your evaluation and visitor engagement figures through to alice@acorp.uk.com or include them in the feedback questionnaire

