

COMMUNITY RAIL WEEK 2022

23 to 29 May 2022



Community Rail Week, sponsored by Rail Delivery Group, returns from 23 to 29 May and will be centred on increasing confidence and encouraging people to travel by train with the simple call to action, 'Give the Train a Try'.

Community rail partnerships and station volunteer groups have long played a key role in increasing confidence around rail travel within local communities and further afield. We aim to draw on this wealth of experience and amplify community rail messages to help the national drive to get more people using the train. As Britain emerges fully from Covid-19, we have a unique opportunity to highlight the benefits of taking the train to a number of different audiences.



We encourage everyone involved in community rail to participate in the campaign and use it as a springboard and focal point to deliver and promote activities locally. There are lots of ways to get involved, whether it's running a special one-off even, promoting your existing work and successes, reaching out to wider audiences or promoting our campaign messages on social media and locally, see page 2 for ideas. We will also be seeking support from our industry partners to work with community rail partnerships and station groups throughout the week and help raise awareness of community rail to their audiences.

Objectives of the week

- Inform and inspire people to 'Give the Train a Try' by highlighting the benefits of travelling by train for leisure, tourism or day-to-day and how it can enhance the health and wellbeing of communities
- Raise awareness of community rail outside of the rail sector, showcasing the diverse work that members deliver to new audiences
- Amplify and elevate members' voices, providing them with the tools to reach wider audiences with their messages and promotions
- Empower young people to become ambassadors for healthy and sustainable travel, harnessing the 'pester power' and encouraging adults in their life to 'Give the Train a Try'



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Activities & events

In order to attract media attention for the campaign at a region and potential national level, Community Rail Network will host three core events during the week:

- Launch event - Monday 23 May, details TBC
- Community Rail Young People's Forum - date TBC
- Community Rail Showcase (previously known as Community Rail in the City) - Wednesday 25 May, see page 3

Join our drop-in sessions

For advice and support about how you can get involved in Community Rail Week 2022, join our drop-in sessions starting 17 March, every Thursday at 4pm until 6pm. No need to register just click this link during the times listed above: <https://bit.ly/CRWeek22DropIns>

Community rail partnerships and station volunteer groups are encouraged to develop their own activity for the week and deliver local PR and communications, drawing on our tools as needed, around the 'Give the Train a Try' theme. We've provided suggestions below on what could be delivered and see highlights from [last year's event here](#). Members can also participate in the Community Rail Showcase, coordinated by Community Rail Network, see details on page 3.

We know members are keen to encourage their audiences back onto the trains as well reaching out to new travellers through local projects and this campaign would support this and provide members with the tools to deliver. We will provide ideas, guidance, examples and template materials through a digital toolkit sent out in April, supporting members to run activities such as those listed below.

Suggestions of how to get involved

- Try the train trips - taking diverse groups & those with accessibility needs from the community on organised train trips to help them to use rail safely and confidently
- Exhibitions in community spaces or venues near stations - bringing people together with rail as a focal point, creating a sense of familiarity and positivity, highlighting the benefits of rail travel and encouraging people/families to pledge to 'Give the Train a Try'
- Use the week to promote your existing line guides/walking trails/cycle routes/leaflets with an in-person activity or online
- Encourage people to visit local businesses by train such cafes, bookshops, independent boutiques to help support the local economy
- Consider developing a podcast or video highlighting the work your partnership or group does to entice more people
- Connect with your partners and consider what joint activity you can deliver together for a bigger impact
- What activities have you delivered before that worked well to engage the community? Could you do something similar during Community Rail Week?
- Host a guided walking tour to highlight the history of your station and what there is to do nearby within easy access to the railway
- Consider how you can work with local schools - from organising a train trip, giving a talk in assembly or providing the school with copies of your local line guide/walking leaflet

Invite local politicians

Be sure to invite local politicians to your activity to raise awareness of your work in the policy and political arena. For advice on how to approach your local councillor/mayor please get in touch.

More resources & advice

Be sure to visit our [website here](#), for a wide range of resources for more ideas and case studies. For specific advice for your line or station get in touch with your regular Community Rail Network contact, you can [find details here](#).

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Community Rail Showcase - Wednesday 25 May

Community Rail Network will coordinate a Community Rail Showcase on Wednesday 25 May. This event will provide community rail partnerships and station volunteer groups with the opportunity to promote their local leisure and tourism offer to new audiences.



We're encouraging members to think about the audience they want to reach before choosing a venue for their display. Consider venues away from the railway to attract those that may not use the train for leisure. For example work with a local partner (such as a museum, historic house, library, sports centre, etc.) to arrange to have a display for the day. Is there a specific geographic region you want to reach? If so, what venues could you have a display at? For example you could look at venues within an hour's train ride away or longer. You also have the option to have a display at a larger railway station with the potential for a higher footfall of passengers, to attract those commuting to take the train for leisure too.

Consider how you could host impressive themed displays to showcase community rail and highlight sustainable, cultural and delightful days out and longer stays. What interactive element could you include to engage with people.

Giant paint by numbers

In 2019, Severnside CRP Severnside CRP brought a splash of colour to Birmingham New Street with a 'paint by numbers' mural.



Getting creative with Clay

North Staffs CRP invited passengers to get creative with clay to encourage engagement at Crewe Railway Station in 2019.



Mayflower replica

Essex & South Suffolk CRP had an 18ft scale model of the Mayflower to help promote local events along their line at London Waterloo in 2019.



For more inspiration, take a look at some of 2019's highlights from Community Rail in the City on our [YouTube channel here](#).

Get in touch with [Alice](#) if you'd like advice on what audience to focus on or support with organising a venue and planning your activity.

Want to get involved?

We'd love to hear what you've got planned and your activity may get included in our media and PR work. Please get in touch with the Comms & Policy team at news@communityrail.org.uk