**Tourism & leisure audit**

Put yourself in potential visitors' shoes and consider what they would want to see/do and use the template below to record the tourism and leisure offer in your area.

By listing attractions, outdoor spaces, tourism businesses and community hubs near your station, this template may help you identify key areas of opportunity. After completing this template consider how you can work with the partners you have identified or how you can encourage more people to visit these places by train.

For support and advice, specific to your station volunteer group, please contact our Comms team at news@communityrail.org.uk

Name of Railway Station: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- |
| Type | Name | Do you have a relationship with this partner? | How could you work with them in the future? | How could you promote visitors to take the train here? | Notes |
| **Natural environment**Consider places such as coastal sites, beaches, lake/riverside walks, natural beauty spots, forests/woodlands, parks, unique landscapes |
|  |  |  |   |  |  |
| Type | Name | Do you have a relationship with this partner? | How could you work with them in the future? | How could you promote visitors to take the train here? | Notes |
| **Cultural activities**Consider places such as art galleries, museums, theatre, events and festivals, markets & shopping, local heritage sites, historic towns/villages, music venues |
|  |  |  |  |  |  |
| Type | Name | Do you have a relationship with this partner? | How could you work with them in the future? | How could you promote visitors to take the train here? | Notes |
| **Hobbies/outdoors**Consider places/activities such as walking/cycling trails, golf courses, sports venues, adventure golf, water sports, horse riding trails, animal /wildlife centres, nature reserves |
|  |  |  |  |  |  |
| Type | Name | Do you have a relationship with this partner? | How could you work with them in the future? | How could you promote visitors to take the train here? | Notes |
| **Visitor facilities**Consider places such as accommodation, restaurants, cafes, pubs, tourist information centres and other community hubs – bus station, library etc. |
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