

# GCRP



Gloucestershire  
Community Rail Partnership

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Leisure & Tourism Programmes



**Great places to live in are great places to visit**



- Diverse Landscape
- Predominantly agricultural
- Semi rural
- 1,125 sq miles
- 850,000 residents
- 9 Railway Stations

# Leisure & Tourism

- 23 Million Visitors
- 850,000 residents
- Cotswolds AONB
- Forest of Dean
- Visitor economy £1 billion
- Sustaining 12.5k direct jobs



**RP**  
Rural Planning

Station Masters Garden

Doynton Hill

Woodchester Vineyard

Stroud

Food & Farm Trails

Nutshell Trail  
----- 6km

Vineyard Trail  
----- 4km

Alpaca Trail  
----- 5km

Icecream Trail  
----- 7km

Woodchester Vineyard

**Cheltenham Food & Trail**

**Cheltenham**

**Fittville Picnic Trail**  
 --- Tam  
 --- Town Trail  
 --- Cider Trail  
 --- Gt. Weald Why

**Cheltenham Racecourse**  
**Cheltenham Pump Room**  
**Cheltenham Golf Course**  
**Cheltenham Park**  
**Cheltenham Railway**  
**Cheltenham Station**  
**Cheltenham Town Hall**  
**Cheltenham Racecourse**  
**Cheltenham Pump Room**  
**Cheltenham Golf Course**  
**Cheltenham Park**  
**Cheltenham Railway**  
**Cheltenham Station**  
**Cheltenham Town Hall**

**GCRP**  
Glenelg Community Recreation Project

Portland  
Falkenberg  
Dean Forest Railway  
The Farm Brewery  
Dean Forest  
Sydney Park Estate  
River Severn

**Sydney Food Farm & Forest Trails**

Harbour Trail  
--- 24km

Town Trail & Forest Trail  
--- 7km

Sydney Park Estate Trail  
--- 6km

**Sydney Bush Bus**  
Warning: This bus only runs on the Sydney Bush Bus route. It is not a regular bus. It is not a regular bus. It is not a regular bus.



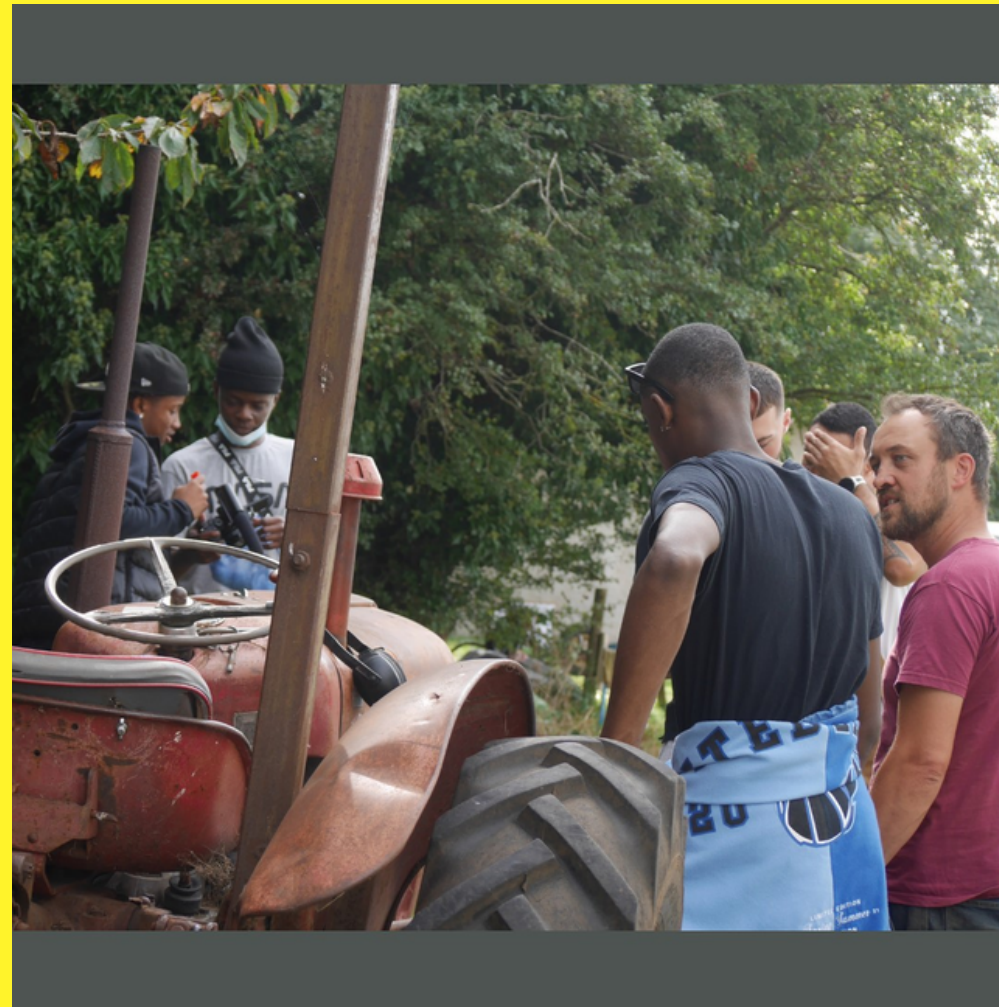
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Surveys, focus groups, testing the experience, university projects

**80%**

Of respondents  
acknowledged that  
public transport is a  
smarter environmental  
choice



**78%**

Of respondents wanted to  
reduce the carbon  
consumed through leisure  
activities

Audience engagement and research



Increased visits to destinations & leisure experiences  
using sustainable and active modes of transport



Product Launch



LOCAL  
INSIGHT

Health &  
WELLBEING

GO CAR  
FREE

Marketing

CARBON  
AGENDA

RAIL  
INDUSTRY

TOURISM  
ORGS

**ECONOMIC  
IMPACT**

Partnership opportunities

# Rail2Leisure in uncertain times!

- Health & Wellbeing
- Active Travel
- Stations as places
- Resilient to change



Contingency Planning





- Bookable
- Flexible
- Integrated
- Fun

Next steps....