



Baby, I want you back

RE-BUILDING RAIL PATRONAGE

Mike Parker-Bray

Devon & Cornwall
RAIL PARTNERSHIP







SUPPORT

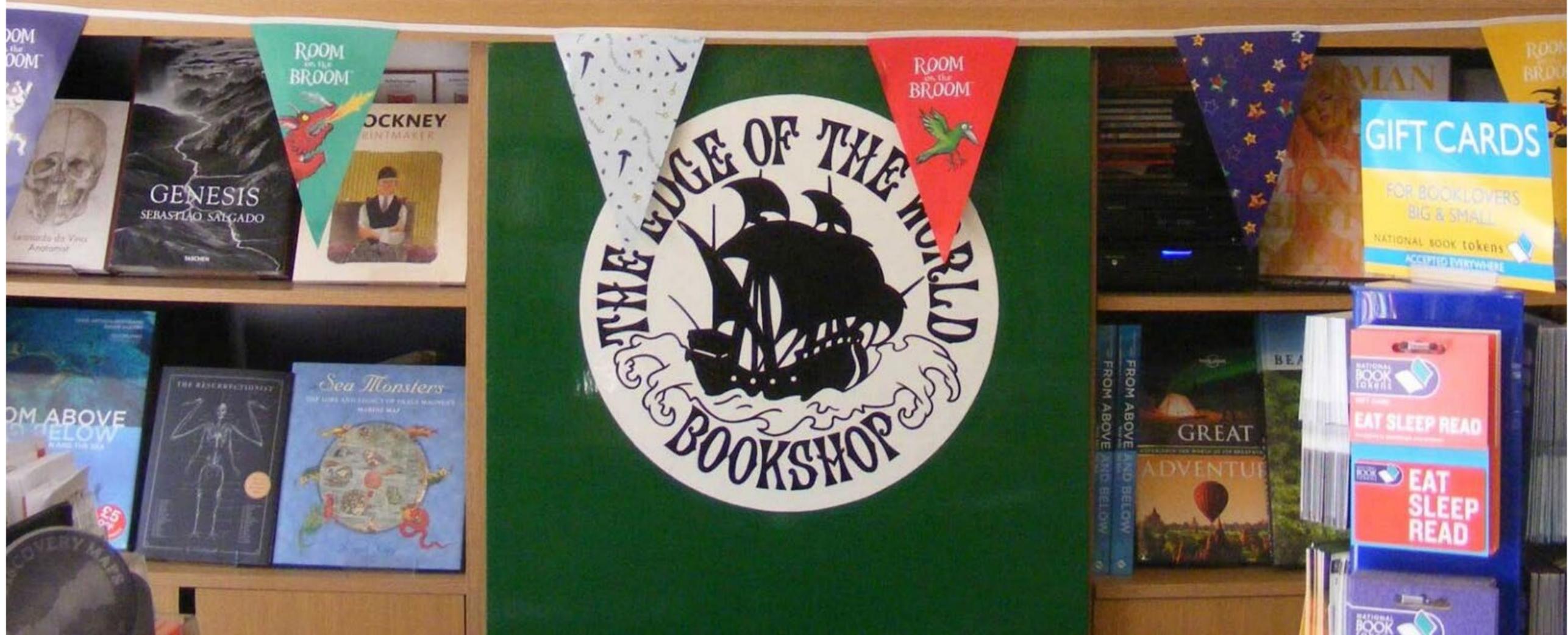
SUSTAIN

PREPARE



**Great Scenic
Railways**

DEVON & CORNWALL



SUPPORT

Supporting businesses through online guides:

<https://greatscenicrailways.co.uk/great-days-out/book-trail/>

<https://greatscenicrailways.co.uk/great-days-out/vinyl-trail/>

<https://greatscenicrailways.co.uk/2020/06/10-great-pasty-shops-in-cornwall/>

<https://greatscenicrailways.co.uk/2020/11/christmas-shopping-guide-2020/>

<https://greatscenicrailways.co.uk/2020/09/3-cracking-station-cafes-on-the-tarka-line-between-exeter-and-barnstaple/>

SUSTAIN

Keeping the railway front of mind even when travel not possible:

Trivia posts:

<https://www.facebook.com/greatscenicrailways/posts/2876160099277641>

<https://www.facebook.com/greatscenicrailways/posts/3129313060629009>

Pic of the Week:

<https://www.facebook.com/greatscenicrailways/photos/a.1509700145923650/3152640404962941/>

<https://www.facebook.com/greatscenicrailways/photos/a.1509700145923650/3175482142678767/>

PREPARE

Getting our marketing resources up to scratch:

Line pages of our website:

<https://greatscenicrailways.co.uk/lines/st-ives-bay-line/>

Station/destination pages on our website:

<https://greatscenicrailways.co.uk/stations/falmouth/>

New mobile menu:

[Visit above pages on a mobile device to see this in action]

WHAT NEXT?

Nimble

Targetable

Low cost

DIGITAL

Trackable

Zero touch

Two-way

Walks

FROM THE RAILWAY



Take a scenic train trip to your starting station, then seize the day with our free walk guides. Pick up a leaflet at staffed stations or visit greatscenic.com/walks.

Top 3 walks

Calstock to Cotehele
1.2 miles | Tamar Valley Line
A tranquil riverside walk to this National Trust property nestled in the woods.

Dawlish Warren
3 miles | Riviera Line
Explore this National Nature Reserve on the Devon coast.

Looe to Polperro
5.5 miles | Looe Valley Line
A challenging but beautiful coastal walk (above) to the fishing village of Polperro.



Rail Ale Trails & Foodie Guides

Rail Ale Trails
See Devon and Cornwall by train and savour real ales and fine rural pubs along the way.

Win a T-shirt by collecting stamps as you go, with six trails to choose from.

greatscenic.com/ale

Foodie Guides
Enjoy fantastic local produce and award-winning eateries within easy reach of Devon and Cornwall's branch lines.

Explore our Foodie Guides for our top tips near each station.

greatscenic.com/foodie



SPOTLIGHT ON THE Jurassic Coast



Visit the UNESCO World Heritage Jurassic Coast thanks to great onward bus connections at railway stations on the East Devon Line.

From Axminster, hop on a bus to Seaton, Lyme Regis (pictured above) or West Bay, where much of the television series *Broadchurch* was filmed. If you are arriving from the east, another alternative is to stay on the train to Honiton and then take a bus to Sidmouth.

Top Tip: Explore the River Axe estuary on the open-top Seaton Tramway.

The journey takes you through two nature reserves, with lots of wading birds to see.



Watch our video guides to exploring the coast, featuring rail explorers Geoff Marshall and Vicki Pipe: jurassicbytrain.com

Birds of the Looe Valley

The Looe Valley in Cornwall is home to some wonderful wild birds that you can spot by train.

With its white plumage and black legs the Little Egret is one of the easiest birds to see.

Look out for the large and stocky Oystercatcher with its distinctive red legs.

The long, curved bill of the Curlew is ideal for digging in the mud for food. And watch for a flash of blue as the Kingfisher dips in and out of the water.

Get a sneak peak of the birds and their calls at greatscenic.com/birds or:

ZAP ME WITH THE ZAPPAR APP



Little Egret

Oystercatcher

Curlew

Kingfisher

Travel through time

ON THE LOOE VALLEY LINE

GET THE FREE APP

Explore documentaries, interviews and more about the fascinating 160-year history of the Looe Valley Line at looevalleyheritage.com.

And download the free Looe Valley Line Heritage app which uses GPS to tell the stories behind the views as you travel the line.

Start by bringing to life this portrait of Horace Holbrook, manager of the line in 1908.

Hear how the railway had a staff of more than 50 men!

- Download the free app: LOOE VALLEY LINE HERITAGE
- On the Looe Valley Line, use the app's AR (Augmented Reality).
- Hold your phone up to the portrait below and watch Horace come alive!



The Looe Valley Line Heritage project is funded by the GWR Customer and Communities Improvement Fund and the Designated Community Fund Development Fund, a joint initiative of the Department for Transport and Community Rail Network.

DEVON & CORNWALL'S Great Scenic Railways

FABULOUS DAY TRIPS BY TRAIN



ST IVES | LOOE | THE TAMAR VALLEY
NORTH DEVON | FALMOUTH & MORE



Great Scenic Railways
DEVON & CORNWALL

St Ives Bay Line

ST ERTH - ST IVES



VIDEO PHOTOS

Great Scenic Railways
DEVON & CORNWALL

Looe Valley Line

LISKEARD - LOOE



VIDEO PHOTOS

Great Scenic Railways
DEVON & CORNWALL

Tamar Valley Line

PLYMOUTH - GUNNISLAKE



VIDEO PHOTOS

Great Scenic Railways
DEVON & CORNWALL

Tarka Line

EXETER - BARNSTAPLE



VIDEO PHOTOS

Great Scenic Railways
DEVON & CORNWALL

Riviera Line

EXETER - PAIGNTON



VIDEO PHOTOS







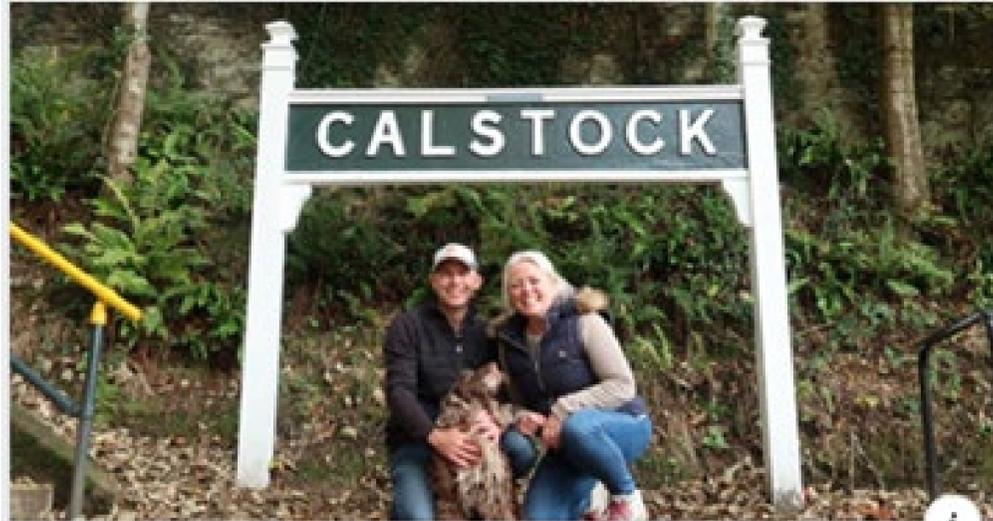


Devon & Cornwall's Great Scenic Railways



Published by Mike Parker-Bray [?] · November 13 · 🌐

NEW video guide to the scenic Tamar Valley Line and walk through the Danescombe Valley to Calstock. A great one to try after lockdown!



YOUTUBE.COM

Branching Out on the Tamar Valley Line! Walking through the Danescombe Valley to Calstock, Cornwall

28,983
People Reached

2,220
Engagements

Boost Again

Boosted on Nov 13, 2020
By Mike Parker-Bray

Completed

People Reached **24.9K**

Post Engagement **1.6K**

[View Results](#)

649

40 Comments 67 Shares

List posts

Devon & Cornwall's Great Scenic Railways
Published by Mike Parker-Bray [?] · August 18 · 🌐

Where will you go? From riverside picnics in the Tamar Valley to days out at the seaside, the world's your oyster from Plymouth.



GREATSCENICRAILWAYS.CO.UK
5 great day trips by train from Plymouth [Learn More](#)
Hop on the train from Plymouth for some fantastic days o...

30,977 People Reached **2,778** Engagements [Boost Again](#)

👍 277 30 Comments 64 Shares

Devon & Cornwall's Great Scenic Railways
Published by Mike Parker-Bray [?] · January 4 · 🌐

Where's your first stop?



GREATSCENICRAILWAYS.CO.UK
7 cosy pubs to visit on Devon & Cornwall's branch lines this January

22,578 People Reached **2,631** Engagements [Boost Again](#)

Boosted on Jan 4, 2019 By Mike Parker-Bray Completed

People Reached	15.1K	Link Clicks	1.6K
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[View Results](#)

👍❤️😬 115 26 Comments 45 Shares

Did you know?



Devon & Cornwall's Great Scenic Railways

Published by Mike Parker-Bray [?]
· April 1 ·

Did you know? Calstock Viaduct is made from 11,148 concrete blocks.

Built between 1904 and 1907, it stands 120 feet tall, the same as eight double decker buses stacked on top of one another.

Tag Photo Add Location Edit

👍❤️😮 1.9K

143 Comments
249 Shares

Like Comment Share

Newest

- How did they lift the buses to stack them?
Like · Reply · Message · 13w 17
- 2 Replies
- Impressive
Like · Reply · Message · 11w
- Lovely
Like · Reply · Message · 12w

Comment as Devon & Cor... 📷 📺 📹

*What's
happening
right now?*

 **Devon & Cornwall's Great Scenic Railways**
Published by Mike Parker-Bray [?] · May 9 at 4:14 PM · 🌐

A tropical afternoon on the Looe Valley Line!



10,332 people reached [Boost Post](#)

👍❤️😮 212 27 Comments 55 Shares

You & yours

 **Devon & Cornwall's Great Scenic Railways**
August 21 at 1:51 PM · 🌐

What's your favourite thing about a trip on the Tamar Valley Line?



Devon & Cornwall's Great Scenic Railways
Travel & Transportation [Learn More](#)

14,669 People Reached **964** Engagements [Boost Again](#)

Boosted on Aug 21, 2019 Completed
By Mike Parker-Bray

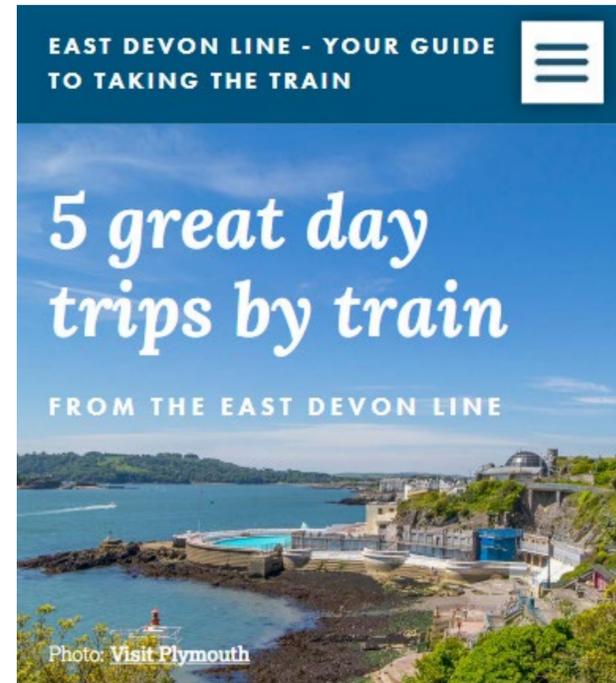
People Reached	13.0K	Post Engagement	968
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[View Results](#)

   585 48 Comments 46 Shares

[Like](#) [Comment](#) [Share](#) 

Getting local



Whether you're travelling from Honiton, Axminster, Cranbrook or elsewhere on the [East Devon Line](#) (Exeter-Axminster), there are some great places to explore by train...

QUICK LINKS:

[5 great day trips](#)

[Ways to save](#)

[Travel tips](#)

[Travelling for work](#)

[Rail map](#)

4. Plymouth



Explore the historic Hoe (pictured), wander the harbour, enjoy some great local seafood or visit the city's new state of the art IMAX cinema.

[More](#)

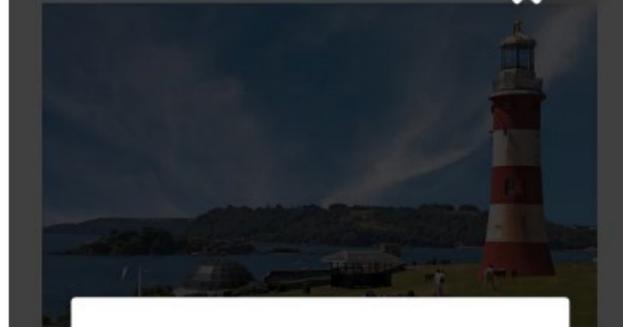
[Show fares and journey times](#)

5. North Devon



Take the scenic countryside trip to Barnstaple,

4. Plymouth



PLYMOUTH from...

Cranbrook

Honiton

Axminster

1hr 30 journey
£11.40 Off-Peak Day Return



Trains depart hourly
[Look up train times](#)

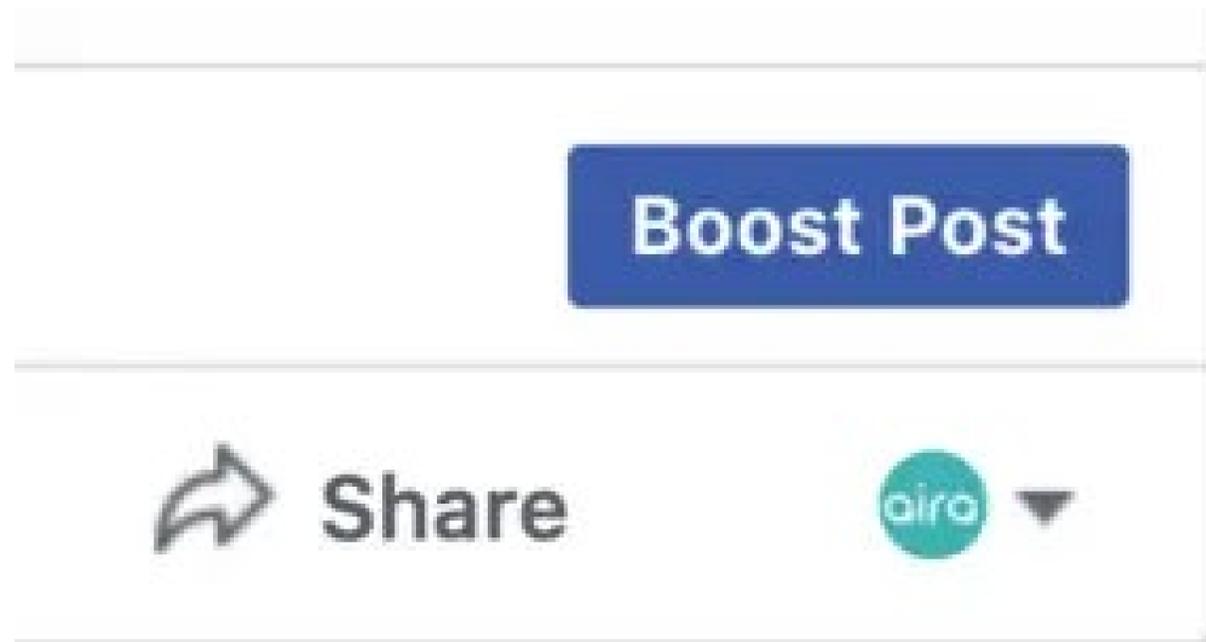


Take the scenic countryside trip to Barnstaple,

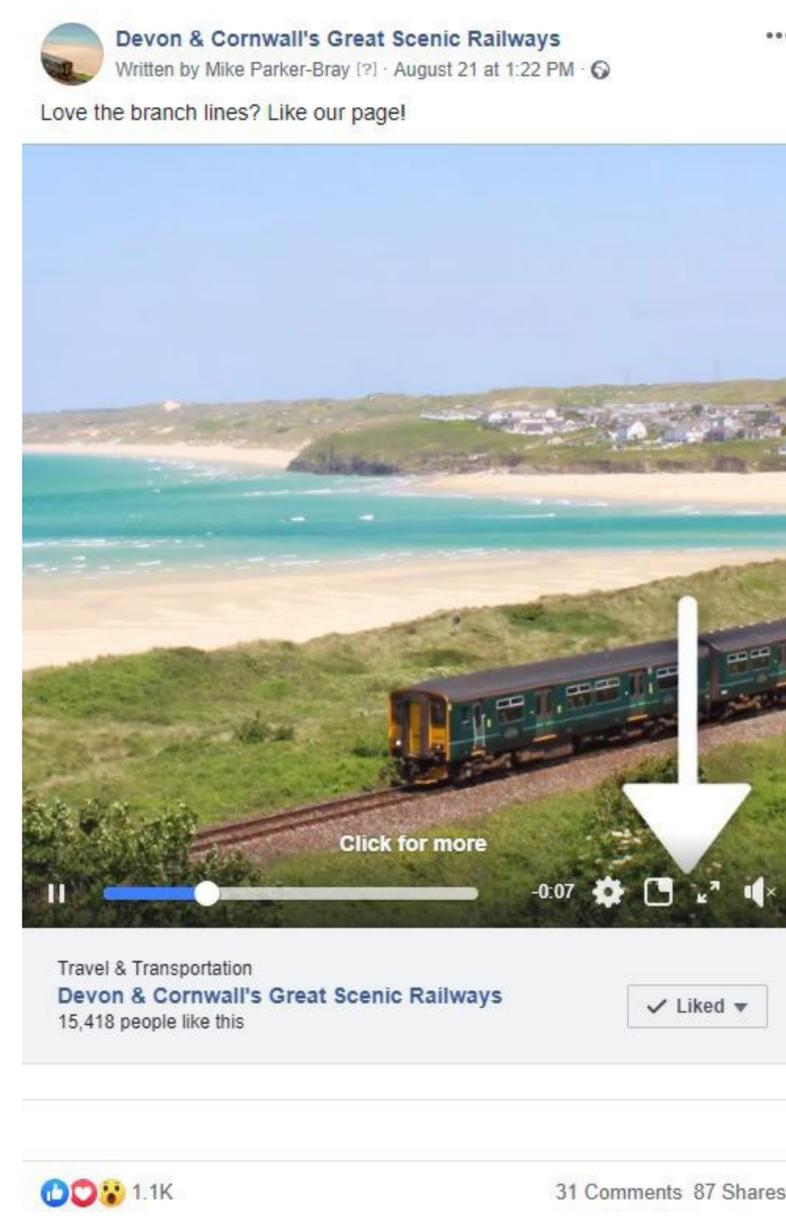


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GWR 150244

TOILET & DISABLED TOILET

CASTLE DRAGO

**Devon & Cornwall
RAIL PARTNERSHIP**

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Devon & Cornwall Rail Partnership

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