

# CONNECTING CLIMATE, COMMUNITY & THE VISITOR ECONOMY

Opportunities for Community Rail  
& Destination Partnerships



# Today's hosts

Alice Mannion, Campaigns and Leisure Promotions  
Coordinator, Community Rail Network

Hannah McDonnell, Executive Director,  
Gloucestershire Community Rail Partnership

Rebecca Armstrong, Sustainable Tourism  
Specialist, The Travel Foundation

# BACKGROUND

The Williams-Shapps Plan for Rail published in May 2021 is the government's plan to transform the railways in Great Britain identifying “how the government will make railways the backbone of a cleaner, more environmentally friendly and modern public transport system across the country.”

The whitepaper references the shift towards a leisure market and the role community rail partnerships will play in maximising the potential for leisure travel both locally and nationally.



# The opportunity for rail and tourism

“The uptick in [rail] leisure journeys has boosted the economic recovery of rural, seaside and leisure destinations” *Rail Delivery Group research, 2021*



# The opportunity for rail and tourism

“The uptick in [rail] leisure journeys has boosted the economic recovery of rural, seaside and leisure destinations” *Rail Delivery Group research, 2021*

Increased interest in travelling by train for leisure offers opportunities to:

- Develop new ways of collaborative working
- Create new products and services
- Enhance the customer experience
- Attract visitors interested in a local, sustainable experience
- Improve and coordinate communications
- Guide infrastructure development and investment
- Boost health and wellbeing benefits for visitors and local communities
- Strengthen local economies
- Contribute to achieving sustainability goals and place-making activities

# Byway

## Paul Conroy, Head of Partnerships



As seen in



The  INDEPENDENT



The Telegraph



Our mission

To make slow  
travel mainstream



**B**

## Our goals

- Reduce the climate impact of travel
- Combat over tourism and boost local economies
- Increase tourist spending with sustainable providers





# What do we offer?

Inspiration Destinations About Contact

## Byway

Build trip

### Holidays, 100% flight free

#### Build a train holiday

Tell us what you're after and our flight-free holiday planning tech will create you a customisable holiday including overland travel and accommodation.

Where to? | When? | 2 people · 1 room [Create trip →](#)

#### Explore

Not sure? Browse pre-designed journeys from locals and experts.

[Browse trips →](#)

#### Unique requests? Meet Byway Concierge.

Special occasions? Pets? Accessibility needs? Our Concierge team will create your holiday by hand.

[Learn more →](#)

**B**

# Multi stop, multi modal holidays

Byway

Get help

Log in

Choose when you'd like to travel. If you want to travel within the next 7 days, please [contact the team](#).

Start on

Start from London

2 people · 1 room

Update trip

Enquire

## Your journey to Belgium

5 days from £728 /person



GHENT



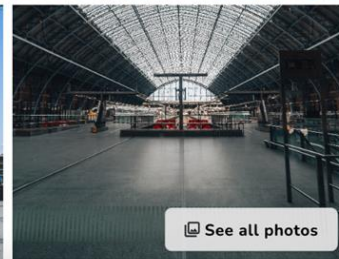
BRUGES



BRUSSELS



KORTRIJK



See all photos

B

# Based on sustainability

Look after the planet with every trip you take

## Travel by train, boat and bus.

We've built adventures that don't rely on flights, and we stand by the principle that travelling through the world is better than flying over.

Rail travel accounts for just 14g of CO2 per passenger mile, dwarfed by the 285g generated by air travel (Energy Saving Trust, 2018). You could get the train from London to Edinburgh five times and your carbon footprint would still be lower than if you flew there.

Build trip



# And slowing it down!

## What is slow travel?

Slow travel is a mindset. Sustainability over speed and quality over mass tourism. It brings tourism spend to the communities seeking it and keeps the environmental footprint of travel down.

### Cut your carbon



Opting for overland travel cuts carbon by 90% vs flying. Taking trains, boats, buses and bikes helps combat climate change while still enjoying travelling.

### Love the journey




Choose enjoyment over speed, making the journey part of the holiday. Take the scenic route and embrace the serendipity of what you might find.

### Go local



Avoid overtourism hotspots and chains. Select accommodations, restaurants and experiences that are locally run, locally loved and sustainable.

# Customers love it!



## Byway

Reviews 226 • Excellent

★★★★★ 4.9 ⓘ

VERIFIED COMPANY

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### Reviews ★ 4.9

226 total

5-star	97%
4-star	3%
3-star	0%
2-star	0%
1-star	0%

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**LB** Lois Bentley, artist, Leeds, West Yorkshire  
3 reviews ⓘ GB

★★★★★ 1 Dec 2022

#### Inter-rail with Byway was a great way to travel!

Interrail was a great way to travel. Through France, Switzerland, Czech Republic, Germany (former GDR) and Netherlands. James worked with me to shape the trip, gave outstanding suggestions that I would never have found without them. Byway's Journey Guide is clear, has all the detail and ticket info needed to travel well. Once booked, then Becca was alongside for all the practicalities. Brill experience with Byway.

**Date of experience:** 13 November 2022

**SU** Susannah  
12 reviews ⓘ GB

★★★★★ 4 Nov 2022

#### Excellent bespoke holiday

Excellent bespoke holiday. Byway made ferry and train bookings absolutely hassle free with very good WhatsApp backup if needed. Very good at giving time between connections etc as I am slightly disabled. Never felt rushed. 3 town holiday in central Spain - absolutely glorious with brilliantly located hotels in lovely old buildings. Highly recommend.

**Date of experience:** 17 October 2022

**KS** Karen Smith  
1 review ⓘ GB

★★★★★ 7 Nov 2022

#### Route to the Highlands

We had a recent trip to the Highlands of Scotland and the Isle of Skye, all arranged with Byways Travel. All the travel arrangements went as planned and the hotels were brilliant. We decided to change part of the travel arrangements whilst away and Byways dealt with it very smoothly. We would highly recommend them for "no fly" holidays. I'm already thinking of using them next year to organise a trip for huddies 80th!

**Date of experience:** 09 October 2022

**PE** Peter  
4 reviews ⓘ GB

★★★★★ 25 Nov 2022

#### Becca and Byway

From the very start Becca at Byway did everything possible to ensure that all of my individual needs were met. Nothing was too much trouble and I had a wonderful experience with Becca and all the staff at Byway.

Each stage of what was a complicated break to organise was dealt with expertly allowing me to enjoy a stress free and thoroughly enjoyable break in Italy.

I would thoroughly recommend Byway and in particular Becca to anyone looking for an exciting tailor-made break.

Many thanks to everyone at Byway.

**Date of experience:** 13 November 2022

**HP** Helen Puddefoot  
1 review ⓘ GB

★★★★★ 5 Nov 2022

#### Wonderful service

Wonderful service - exceptional customer engagement both before and during our trip. Made everything very stress free and were incredibly responsive while we were travelling. Online holiday schedule was very easy to use and kept everything in one place. Highly recommended.

**Date of experience:** 24 October 2022

# So do the press!

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Fashion Food Recipes Travel **Health & fitness** Women Men Love & sex Beauty Home & garden Money Cars

**Health & wellbeing**

## How can you be the best possible parent, lover, friend, citizen or tourist? Here's what the experts think

It's not easy being a 'good' person - what can we learn from the people who have thought about it the most?

**Moya Sarnier**  
Sat 31 Dec 2022 07:00 GMT

f t e 374



**Most viewed**

- Former Tory minister quits party and lavishes praise on Starmer
- BrewDog boss pays almost £500k to unhappy 'solid gold' beer can winners
- Prince Harry says any return to royal fold would be 'unsurvivable'

How will you get there? I love **Byway**, the slow travel, flight-free itinerary booker that takes away the faff of deciphering train timetables. If you are going to fly, remember a low-cost airline packed full has a much smaller carbon footprint per person than an expensive flight with a lot of business-class seats.

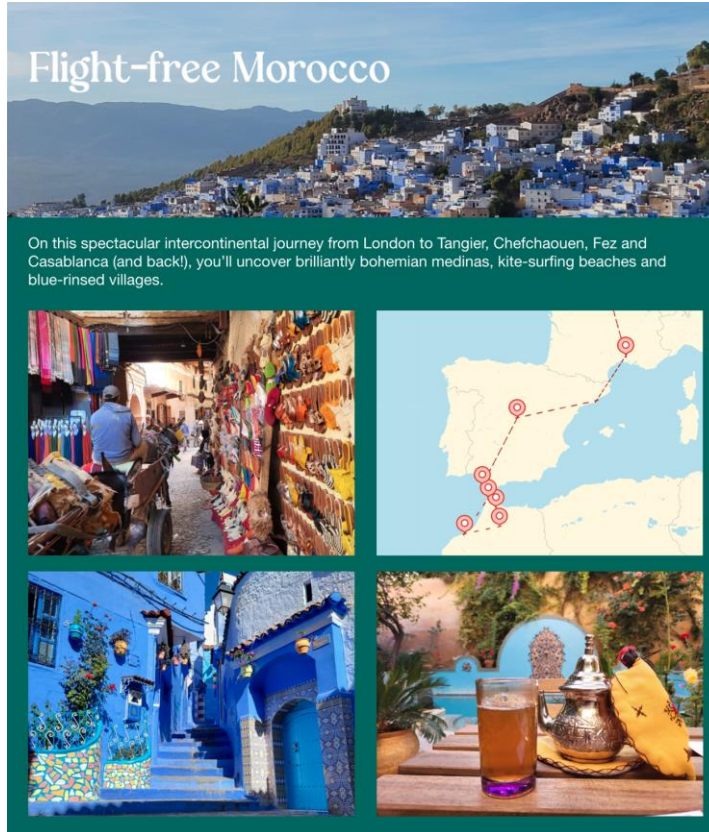
So does the industry!



# We go as far as Morocco, Greece and Scandinavia!

Flight-free Morocco

On this spectacular intercontinental journey from London to Tangier, Chefchaouen, Fez and Casablanca (and back!), you'll uncover brilliantly bohemian medinas, kite-surfing beaches and blue-rinsed villages.



The collage consists of four images: 1. A narrow street market with colorful goods. 2. A map showing a travel route from London to Morocco. 3. A blue-washed street in Chefchaouen. 4. A traditional Moroccan tea set with a glass of tea and a yellow bag.



Grab the attention of people who care about the environment by pointing out how weird it is that flying is a default travel plan and show how beautiful and unique sustainable Byway journeys are instead.

## How we'll travel



### Flight free for '23

2023 will be the year of flight-free travel. Governments, brands and travellers are seeking to reduce carbon emissions by avoiding flights.

In 2022, France [banned domestic short-haul flights](#) and Schiphol airport pledged to become [emission-free by 2030](#). Governments held the line on a 1.5-degree increase at COP27



### Going Flexi-air-ian

Just like flexitarianism and meat-free Mondays, we're starting to see people seeking to reduce flying rather than cut it out entirely.

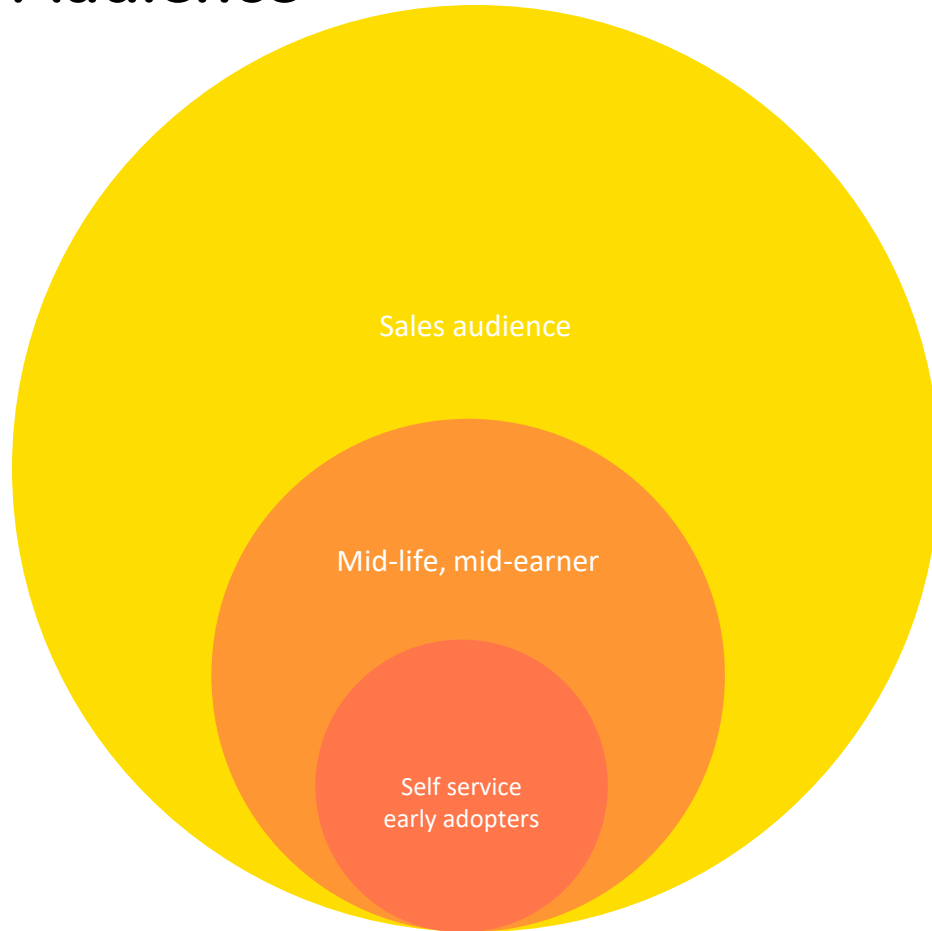
[75% of adults are worried about the impact of climate change](#) and are three times more likely to make lifestyle changes because of this, like reducing flying. People are requesting



### Regen-tourism

Regenerative tourism goes further than sustainable tourism. It's about creating a positive impact wherever you visit. This could be visiting places that [need economic regeneration following Covid](#) like Spain's Burgos or San Sebastián, taking a rewinding tour [like this one from Exodus](#), or following Byway's recommendations to Gouda's 100% fair trade street, Korte Groenendaal, instead of perusing the mainstream shops.

# Audience



**Core audience:** Self serve early adopters

25-45, sustainable travel curious, middle-high income, early adopter, frequent traveller, London, lite adventurers (hiking, cycling), solo/couple/group, ~10 day trips, last minute trips

**Secondary audience:** Mid-life, mid-earner

30-60, sustainable interest, middle income, live near travel hub, like luxe products or experiences, new empty nesters, solo/couple/group, longer trips, not always last minute

**Halo audience:** Sales audience

Mainland UK, 25-75 authentic travel enthusiast, rail enthusiasts, family travel, accessible travellers, high end luxe, longer trips, planned in advance

# Some numbers for context: 7x growth YOY!

Total booking value by month



# CONNECTING CLIMATE, COMMUNITY & THE VISITOR ECONOMY

Opportunities for Community Rail & Destination Partnerships

August 2022

GCRP  
Travel Foundation  
GWR  
CrossCountry

This toolkit is designed to help bring together destination marketers and managers, Train Operating Companies and Community Rail Partnerships to work together on realising the potential for rail, other public transport and active travel options in relation to tourism.

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## Franchising Companies (TOCs)



A Franchising Company (TOC) is a business operating a railway system of Great Britain (England, Scotland and Wales) under the National Rail brand. TOCs have sections of the network under their control.

TOCs in England must hold a licence from the Department for Transport through which they can operate services on certain routes. While a small number of operators have operated through supplementary licences, these operators can run only on the licence validity. The TOCs in Scotland and Wales were the first to be licensed directly specify and control their own routes.

The franchised operators have changed considerably since privatisation: previous franchisees have been divided, merged, re-let to new operators, or renamed. Some operators have been taken over by a government-owned operator of last resort, due either to falling passenger numbers or to events on the rail system as a whole.

The term is also sometimes used to describe an operator owned by another company.

2020 – 2022 Community consultations and research identified:

25 – 45 year old adventurers and single travellers were identified as key audience for rail for leisure products
Youth Transport survey - 850 respondents - 80% recognised public transport was the smarter environmental choice
University of Gloucestershire student survey - 68% sure about the actual meaning of the term sustainability - 78% said that were committed to choosing climate friendly leisure and tourism products
Marketing the trail maps in partnership with Gloucestershire DMOs resulted in 300% increased online engagement with the maps and trails, 3 press features, 2 x BBC radio show interviews and a dedicated podcast
Leisure and booking needs identified included: 'Bookability', Flexibility, Integration, Fun

Further investment into the next phase of work with stakeholder consultations providing our audience and marketing potential. GCRP and Visit Gloucestershire are working in perfect harmony tourism stakeholders and DMOs in the process. The online platform for destination experiences and is designed to encourage people to choose the train as its mode of transport and their ultimate commitment. Our research identified a requirement to communicate 'Action' with sensitivity and so we will be working with a specialised marketer to make green sustainability is effective and engaging.

## COMMUNITY ENGAGEMENT

As CRPs represent the communities in which they are based, they are an ideal conduit for DMOs to connect to community values, interests and priorities, to ensure these are reflected in strategies and plans.

Establishing and maintaining regular dialogue between CRPs and DMOs can support community buy-in around tourism and help the tourism economy build and maintain a social licence to operate within communities. For DMOs seeking to establish a more meaningful relationship with buy-in from local communities, CRPs represent an ideal partner to facilitate these connections and ensure the community perspective is heard, through their unique insights into local travel and connectivity, as well as local community priorities.

The recent Government response to the independent review of destination management organisations in England (published 20 July 2022) aligns DMOs more closely with the UK's 'levelling up' agenda, which

Better experiences for visitors whilst enhancing the quality of life for local residents.



puts communities at the heart of investment, and which shifts priorities towards projects with big regional impacts. With connectivity one of the main priorities of the Levelling Up agenda, CRPs are ideally placed as collaborators and partners for future DMO funding strategies.

## Case Studies 3: Community Engagement

### WALES ON RAILS

TYPE OF INITIATIVE: Partnership between small leisure rail lines and community rail partnerships.

ACTIVITIES: Website promoting tourism through using public transport. The site highlights safe, sustainable, and scenic adventures using the rail network, heritage railways and buses throughout Wales. The visitor-facing site provides suggested route cards, itineraries and recommended attractions, supported by regular communications on social media (for example a daily update on one of the seven day itineraries).

RESULTS: New initiative, not yet available.

KEY TAKEAWAYS: This initiative went much further than the journey an integral part of the experience, appealing to slow travellers and those interested in authentic, local experiences, as well as other markets such as family travellers, walkers and groups.

DMO | SOURCES: <https://www.walesonrails.co.uk/>



A resident survey conducted on behalf of Visit Gloucestershire in January 2021 (unpublished) revealed that of 234 respondents, 42% currently use the train as their main mode of travel for leisure purposes and 72% would consider doing so in the future.

The Transport Focus (Independent Transport User) watchdog's data hub allows a more detailed analysis (by TOC) of both the National Rail Passenger Survey (NPS) and the Rail User Weekly Survey (RUWS).

using a broad range of 'spits'. For example, the Rail User Weekly Survey (15.09.2021 - 08.05.2022) shows that:

- From 6 October 2021 (when the question format was changed) 60% of passengers travelled for leisure (44% for Cross Country passengers and 58% for GWR passengers)
- 43% of passengers had other transport options but chose to travel by train (42% of Cross Country and 45% for GWR).

# PARTNERSHIP OPPORTUNITIES



Here we explore more about each party's role and look at potential areas for collaboration. Key benefits of joint working for each party could include:

## For DMOs:

- The opportunity to engage with the transport sector and be in a better position to address issues such as sustainable visitor management, congestion and Carbon Net Zero objectives;
- Development of new products and services to offer to visitors;
- Identification of new market opportunities, such as visitors interested in sustainability, authentic local experiences and produce, and active travel.

## For CRPs:

- Access to insights on the kind of visitors the DMO is aiming to attract, in order to develop products and services to appeal to those markets;
- Shared communication and marketing opportunities with the DMO and/or TOC;
- Opportunities to communicate local needs and advocate for local benefit to be built into strategies and plans.

## For TOCs:

- Access to engaging and inspiring content around destination experiences, attractions, products and services to share with customers;
- An opportunity to build on the rail for leisure momentum by positioning the journey and arrival as part of the customer experience;
- Joint and/or enhanced promotional opportunities.

What role can each play?

# What are Destination Management Organisations (DMOs)?

- National, regional and local
- Variety of structures / models
- Marketing – promotion of locality as a visitor destination
- Management of tourism and visitors
- A ‘voice’ for the visitor economy, linking with other sectors locally and nationally
- Business support and networking
- Provide information for visitors and residents
- Community engagement role



# Destination organisations can:

- Invite their local CRP(s) to share their strategic goals and identify areas for mutual support
- Share plans and strategies with their CRP(s)
- Utilise CRPs' relationships and knowledge to support community engagement and gain local insight
- Work together to create products and services
- Identify opportunities for joint actions, funding and promotion
- Listen to CRPs to know what services to promote and when
- Work with tourism businesses to present public transport as the preferred option
- Provide visitors with information
- Promote CRPs' offers through their communications and marketing activities



#thelacetobe

# ARRIVE BY RAIL, IMMERSE YOURSELF

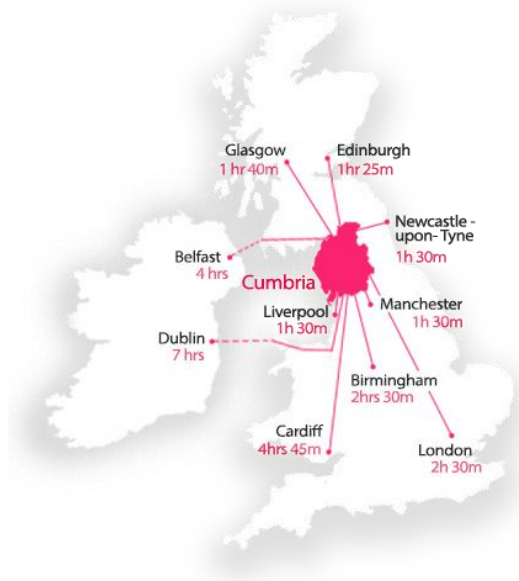
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PADDLE BOARDING ON CONISTON WATER, JUST A BUS RIDE FROM WINDERMERE TRAIN STATION



# The Lake District, Cumbria

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The Lake District, positioned in the region of Cumbria sits within the North-West of England.

## By Rail

The Lake District is on the West Coast Mainline and is under 3 hours away from London Euston, 2 hours from Glasgow and Edinburgh. Manchester has a direct train service from the airport itself taking just an hour.

We have 3 local branch lines

1. The Lakes Line
2. The Furness Line
3. The Cumbrian Coastal Line

*Visit* Lake District, Cumbria

# The Rail Trails

- Series of downloadable circular walks or walks between stations, taking in some of the quieter areas of the county
- Joint project with Northern Rail and Cumbria Community Rail Partnership
- Promoted through PR and digital marketing campaign
- Great for attract & Disperse at a time when some central areas were busy post-covid

The screenshot shows the 'Download Our Free Rail Trails' page on the Visit Lake District, Cumbria website. The page features a dark header with the 'Visit Lake District, Cumbria' logo, search, heart, and menu icons, and a breadcrumb trail: 'You are here: Home > Explore Cumbria > Travel > Download Rail Trails'. The main heading is 'Download Our Free Rail Trails', followed by the sub-heading 'Escape the crowds and explore by rail.' The text explains that these walks are designed to help visitors explore without a car, featuring highlights of the West Coast, including Black Combe, one of Wainwright's lesser walked fells. It encourages visitors to grab their map, boots, and train ticket. Below the text is a grid of six rail trail cards, each with a scenic image, a title, and a brief description. The cards are: 1. 'Furness Abbey from Roose Station' (image of ruins), 2. 'Windermere West Shore via Cockshott Point' (image of a lake), 3. 'Silecroft Standing Stones & Beach' (image of a coastal strip), 4. 'Ponsonby Fell' (image of a mountain peak), 5. 'Muncaster Fell' (image of a ridge), and 6. 'Black Combe Walk' (image of a train). A 'Privacy' icon is visible in the bottom right corner of the grid.

Visit Lake District, Cumbria

You are here: Home > Explore Cumbria > Travel > Download Rail Trails

## Download Our Free Rail Trails


Escape the crowds and explore by rail.

To help visitors escape the crowds we have developed a series of Rail Trails, to help you explore more without a car.

These walks all start and finish at a train station and feature some of the highlights of Cumbria's West Coast, including **Black Combe**, one of **Wainwright's** lesser walked fells.


So grab your map, your boots and your train ticket and hit the Rail Trails.

For more information on getting around by rail visit our [travel](#) pages. Remember to always pack appropriate clothing and have a map and compass and know how to use them.



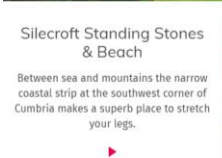
**Furness Abbey from Roose Station**

This route takes you from Roose station on the outskirts of Barrow-in-Furness to the impressive remains of Furness Abbey, then onto Dalton.




**Windermere West Shore via Cockshott Point**

An easy walk to Claife Viewing Station via the pretty Cockshott Point. Easily accessible from Windermere train station.




**Silecroft Standing Stones & Beach**

Between sea and mountains the narrow coastal strip at the southwest corner of Cumbria makes a superb place to stretch your legs.




**Ponsonby Fell**

Given clear conditions Ponsonby Fells elevation and isolation from the clutter of surrounding peaks make it an outstanding viewpoint.



**Muncaster Fell**

The old Roman Road from Ravenglass crosses this ridge and heads into the



**Black Combe Walk**

As the train makes its way around the Duddon Estuary the impress

Privacy

# The Benefits...

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- Pooling resources means efforts go further
- Ability to offer a door-to-door experience, sometimes with a ticket offer as a call to action
- Sharing booking data can allow you to directly track response rates
- Wealth of experience, knowledge and specialisms to draw on



# Working in partnership is the key



# Rail operators can:

- Introduce the CRPs and DMOs with which they have connections and help coordinate partnership working
- Share plans, strategies and ideas with DMOs and CRPs and identify areas of mutual interest
- Help DMOs and CRPs know what their passengers are looking for
- Build knowledge and capacity within CRPs around tourism and the opportunities it presents
- Promote community rail campaigns
- Contribute to sustainable travel goals



# Community Rail

DMOs and CRPs

26<sup>th</sup> January 2023

Kaye Robinson – Community Engagement Manager

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## The value of collaboration for the TOC

- Shared resource
- Wider reach – marketing campaigns, access to areas otherwise unavailable
- Funding
- Relationship building



## Benefits on tourism when the CRP works with a DMO



- Added value – discounts, wider reach, enhanced offering, shared marketing
- Encourages more sustainable travel
- Increased visitors/passengers
- Elevated & enhanced presence for the CRP and tourist attraction/area

## Poacher Line CRP and Visit Lincoln – The Knights Trail and RAF 100

Collaborative Marketing Campaigns to encourage people to Visit Lincoln by train

- Knights trail (Art) celebrated the 800<sup>th</sup> Anniversary of the Battle of Lincoln
- 5 Knights went to Kings Cross as part of Community Rail in the City
- Campaign included:
  - ❖ Social media and press
  - ❖ Competition online and offline
  - ❖ Marketing literature – leaflets etc
  - ❖ Stand at Kings Cross and freebie giveaways

Funded by Visit Lincoln, Poacher Line CRP and Community Rail Network

Donations in kind of freebie cakes by EMT and support from LNER for prizes and train travel



## RAF 100

Joint campaign to celebrate 100 years of the RAF and encourage people to visit the RAF heritage sites and trails across Lincolnshire

- Took a replica Red Arrow to Birmingham New Street
- Marketing campaign included:
  - ❖ Leaflets
  - ❖ RAF wings trail
  - ❖ Competitions
  - ❖ Social media and press
  - ❖ Web area

Funded by Visit Lincoln, Poacher Line CRP, Community Rail Network, Cross Country Trains  
In kind donations by Network Rail, EMT, LNER and other partners



# Community Rail Partnerships can:

- Identify opportunities presented by tourism in their area (CRN have some great resources)
- Support and add value to their local DMO(s) and their strategic goals (e.g. visitor dispersal, decarbonisation, active travel, community engagement)
- Act as a conduit to communities and others
- Create products and services for locals & visitors
- Identify opportunities for joint action and funding
- Use Community Rail resources to coordinate and promote joint activities
- Help make the journey part of the experience
- Promote deals, offers, discount options etc



# Hannah McDonnell



The logo for Gloucestershire Community Rail Partnership (GCRP) features the letters 'GCRP' in a stylized, rounded green font. The 'C' and 'R' have small white circles at their top curves. Below the letters is a green icon of three stylized human figures connected by lines, representing a community or partnership.

Gloucestershire  
Community Rail Partnership  
Executive Director



[visitgloucestershire](https://www.visitgloucestershire.com)

Sustainability &  
Social Value Lead

A scenic landscape photograph showing rolling hills, a dirt path, and a small town in the distance under a clear sky.

# CLIMATE ACTION PLAN 2022

A photograph of a forest path with several people walking away from the camera, carrying large backpacks.

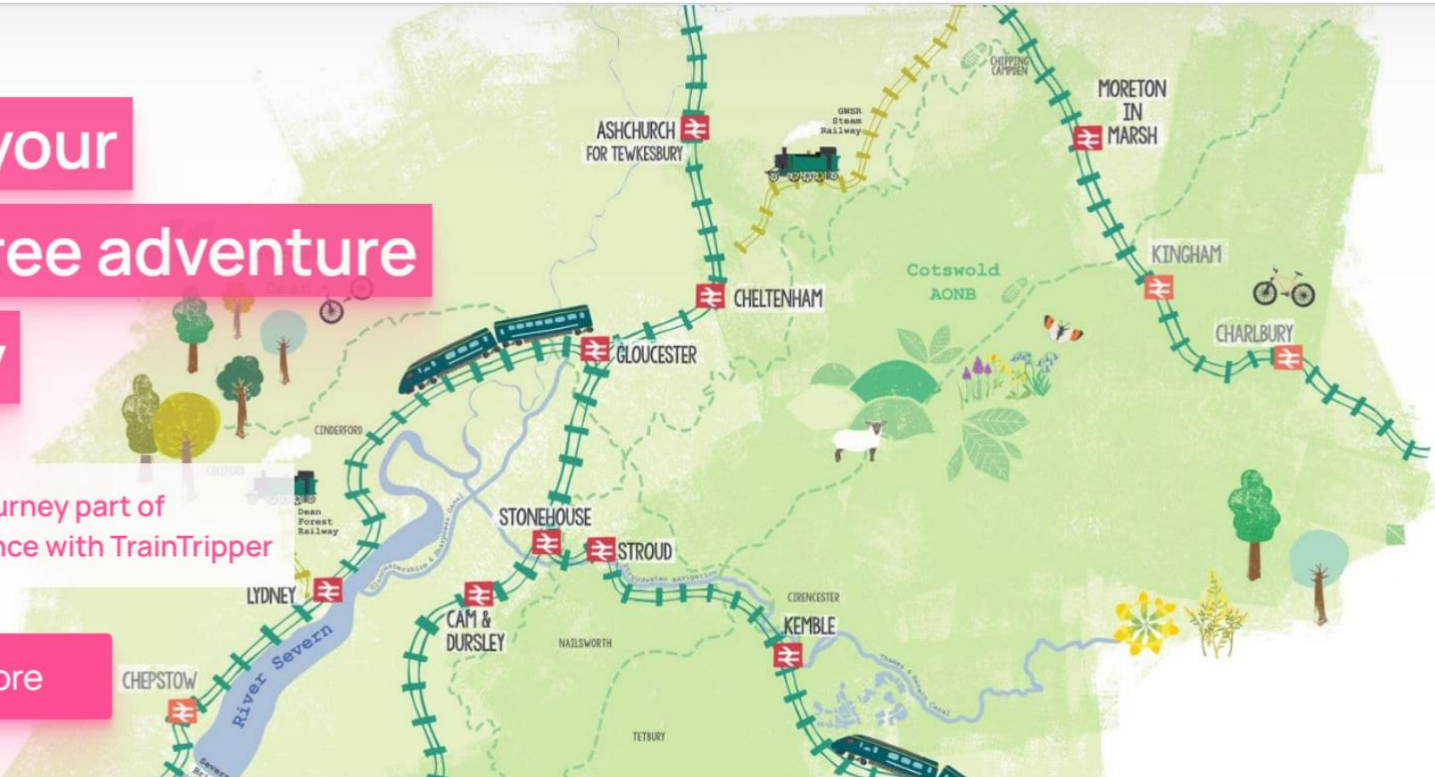
## OBJECTIVE #2

Develop, promote and support 'Go Car Free' Initiatives across the county that advance the use of sustainable and active modes of transport by visitors and business stakeholders working in partnership with Gloucestershire Community Rail Partnership, DMOs and Gloucestershire County Council.

# Plan your car-free adventure today

Make the journey part of  
the experience with TrainTripper

 Explore





FOOD & FARM TRAIL



STROUD & STONEHOUSE

FOOD & FARM TRAIL



CHELTHENHAM

EXPLORE GLOUCESTERSHIRE



BY BIKE

WALKING & CYCLING TRAIL



STONEHOUSE & STROUD

FOOD & FARM TRAIL



LYDNEY

EXPLORE GLOUCESTERSHIRE



FOOD & DRINK

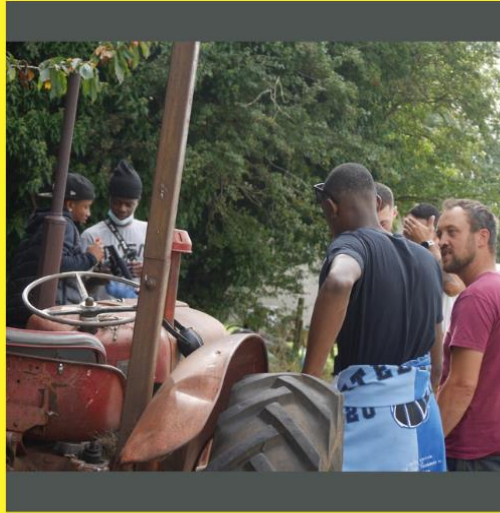
LEISURE TRAILS & MAPS

sustainablegloucestershire

# GRASS ROOTS COMMUNITY INSIGHTS

**80%**

Of respondents acknowledged that public transport is a smarter environmental choice



**78%**

Of respondents wanted to reduce the carbon consumed through leisure activities

Informing Product Development

**LAST MILE  
INSIGHTS**

**STRATEGIC  
CONTEXT**

**COMMUNITY RAIL  
STAKEHOLDERS**

**TRANSPORT  
PROVIDERS**

**INCLUSIVE  
DESTINATIONS**

**MARKETING  
PARTNERS**

**NET ZERO  
AGENDA**

**TOURISM  
ORGS**

*Tourism  
Trends*

Maximising opportunity for all through partnership working

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

62% of users told us they discovered new places

76% of users rated supporting local business as 5/5 in importance



Benefits to visitors, communities & the destination

# Wales on Rails

Who am I?

Jo Quinney from Anglesey, North Wales

Marketing and PR practitioner

Over 20 years experience

Working in tourism:

- Outdoor adventure
- Narrow gauge steam railways



# Great Little Trains of Wales

## ITB Berlin, March 2019



Discover  
Great Little Trains of Wales



NARROW GAUGE STEAM RAILWAYS  
Eleven little steam railways located in stunning scenery across Wales



# What happened

GLTW (12 narrow gauge railways) gained the initial grant

Collaborated with the five CRP's

- The Cambrian Line
- Conwy Valley Line and North Wales Coast Community
- The Heart of Wales Line
- 3 Counties Connected  
(The Shrewsbury to Chester Line and the Borders)
- South West Wales Connected



# Wales on Rails

A resource for tourist travellers to explore Wales by public transport.

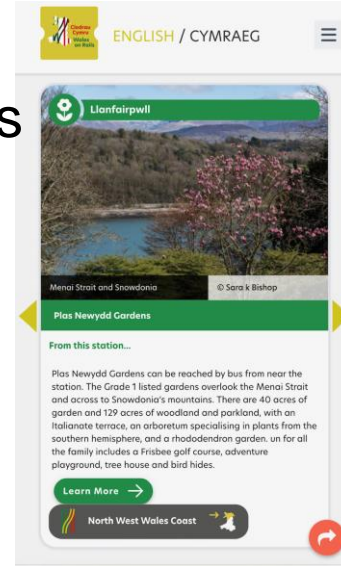
Enrich the visitor experience



Maps



itineraries



information cards





# Working with rail operators and DMOs

Working together

Regular join Zoom meetings

Meeting Visit Wales grant Project Targets and Outputs

Supported by TfW team

- Minutes
- Agreeing deadlines
- Delivering



# Wales on Rails

Inspiring and engaging; images, stories and social media

Enrich the visitor experience

## Competitions



## Bloggers



Stakeholders  
Welsh government



# Benefits of joint working

- Bigger project with more funds
- Working with tourism partners/attractions
- Ministerial Launch event in Cardiff
- Podcast, TfW 'Just the Ticket' available on Spotify
- Community Rail Week, Birmingham and Manchester

## What's happening in 2023

Taking WOR 'on tour' and adding Walking Trails



# Wales on Rails

Encouraging safe, sustainable, and scenic adventures.

Diolch / Thank you



@Wales\_On\_Rails



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# Rail For Leisure

Helen Wright and Catherine Croney  
Community Rail Officers



**Hope**

**Things to see**



# Promoting the Hope Valley Explorer bus





ITINERARIES

# Car-free guide: A train tour of the Goyt Valley

Just a short hop on the train from Manchester and Sheffield, this picturesque

Hidden Gems

Green & Sustainable

The Gentle Outdoors

Share   



Over to you ...  
Any questions?

A vertical traffic light pole is shown on the left side of the image. The top light is illuminated with a bright green light, while the other two lights are unlit. The background is a dense forest of tall, thin pine trees with green needles, reaching up to a clear blue sky. The text "Getting started" is overlaid on the right side of the image in a white, sans-serif font.

Getting started

# Thank you

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