

Community Rail Week

Monday 20 to Sunday 26 May 2024

#MoreThanARailway

Community Rail Week, sponsored by Rail Delivery Group, returns for its fourth year from 20 to 26 May and will showcase the innovative projects and inspiring initiatives from across the community rail movement around the theme of '**More Than A Railway**'.

This theme will enable us to showcase the inspiring work that goes on in community rail bringing people together and creating more inclusive communities and mobility, as well as the wider socio-economic benefit that the railways deliver.

'More Than A Railway' aims to generate curiosity and provide us with an opportunity to raise the profile of the work community rail delivers to help tackle social isolation and loneliness providing communities with access to opportunities they otherwise may not have had.

We're encouraging everyone in community rail to get involved in this year's Community Rail Week. Whether you organise a new activity or event, build on and develop existing initiatives or simply highlight projects you've delivered in the past, 'More Than A Railway' is all about showcasing your work and shining a spotlight on the benefits it brings to local communities.

This year's theme will enable you to get involved whether you're working on social inclusion initiatives, youth engagement, tourism and leisure, the development of community hubs at stations or ensuring stations are welcoming and safe. Or you may want to consider using Community Rail Week to work on new initiatives and get them in front of a wider audience.

Objectives

- Raise the profile of community rail and the role it plays in connecting communities and helping to tackle social isolation
- Amplify and elevate members' stories providing them with the tools to reach a larger audience with their messages and promotions
- Encourage more people to use the train as a sustainable, healthy way to travel
- Showcasing the role community rail plays in enabling people to access work, education and other opportunities that may otherwise be out of reach
- Deliver positive online social engagement about rail engaging with partners and showing unity with the wider railway industry

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Community Rail Week will be driven by a programme full of activities, developed by members with support from Community Rail Network. 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, using the 'More Than A Railway' theme as a guide. We've provided suggestions for activities on page 3 and you can see highlights from last year's event on [our website here](#).

Similar to previous years we will provide members with ideas, guidance, examples and template materials through a digital toolkit sent out in April, supporting members to make the most of the campaign and springboard off the national messages to promote their own work.

Core events

To help gain media attention for the campaign, Community Rail Network will host three core events, see below for initial thinking, leading the campaign's programme of activities and providing an optional focus for members to get involved. Updated details of these events can be found on [our website](#) soon.

Monday 20 May

Launch day

Showcasing the role of community rail in connecting communities, helping to tackle social isolation, providing access to opportunities and supporting disadvantaged and marginalised groups

Core event 2 - date TBC

Education & youth engagement event

Showing how community rail empowers young people and families to access opportunities

Core event 3 - date TBC

Highlighting how community rail supports the tourism and leisure sector, encouraging more people to take the train for greener, healthier journeys and promoting its benefits

Your activity

You can run activities through the week in ways that work for you. See some suggestions on page 3.

Tell us about your plans

Don't forget to tell us what you're planning in advance so we can promote and feed into our wider campaign work. Get in touch with us: news@communityrail.org.uk

Need advice?

We can help with:

- Ideas of how to get involved that are specific to your partnership or group
- Support around planning your events, activities or promotions
- Tailored advice focused on: education & young people, tourism and leisure, media engagement, social media and campaigns

Contact us: news@communityrail.org.uk

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Suggestions of how to get involved

Community Rail Network members are encouraged to develop activities to engage with their local community and build on existing initiatives. Below are some suggestions and ideas for events, activities and promotions that could be delivered at any point throughout the week. We encourage members to consider how they could incorporate existing projects and develop related activity during the campaign week.

- Invite your local MP, councillors, and new and existing partners to visit you, see your work, and/or to attend or get involved with your Community Rail Week events and activities
- Develop a profile piece that you could send to local media outlets to publish during the week
- Coordinate an active travel event such as a guided walk from the station with diverse groups who wouldn't normally consider using the train
- Organise an exhibition in community spaces or venues - bringing people together by rail as a focal point
- Use the week to officially launch a recent project and springboard off the national campaign messages
- Consider how you can work with other community rail partnerships or station volunteer groups to deliver a joint activity
- Host an open day to garner the views of the local community, showing how community rail provides a voice
- Run a social media campaign, highlighting different projects/initiatives your CRP/group have been involved in - use video clips for maximum results
- Consider how you can work with local schools and colleges - from organising a train trip, giving a talk in assembly or delivering a workshop (for specific support on education & youth engagement [get in touch](#))
- Use the week as a volunteer drive and promote the opportunities available in your CRP/group to help tackle loneliness in your local community
- Deliver an art and creative project around the theme of 'More Than A Railway'
- Host try the train confidence trips to overcome barriers to travel

To discuss ideas specific to your partnership or group, get in touch with our comms & policy team - we're here to help you make the most of the vital work you deliver throughout the year. Remember to share your activity with us in advance too so we can promote and feed into our wider campaign work.

Get in touch - news@communityrail.org.uk