



# Railway 200

*Past, present & future*

*Celebrating 200 years of the modern railway*

# Welcome to Railway 200

2025 is the 200<sup>th</sup> anniversary of a journey that changed the world. The bicentenary gives us a once-in-a-generation opportunity to bring the sector and nation together to celebrate Britain's railway, its proud pedigree and spell out an exciting, innovative, and sustainable future, and inspire the next generation to consider a career in rail.

Developed by a cross-industry partnership, Railway 200 will be a year-long nationwide partnership-led campaign to celebrate 200 years of the modern railway.

Starting in January 2025, a wide variety of activities and events are being planned to celebrate rail's remarkable **past**, its role today, and its importance to a sustainable **future**.

The partnership-led approach will provide a framework to support local activity across the whole of the UK which, along with a small number of centrally delivered initiatives, will result in an exciting and diverse campaign delivering a real legacy beyond 2025.



# Our brand

## Forever Forward

The logo was designed to represent the continuous contribution rail has made over the past 200 years to Britain and beyond. The line symbolises rail connecting the country and woven throughout our history, linking lives, communities, and cultures whilst leading the way towards the future.

### How do I get the logo?

Available now: [Network Rail's Campaign Resource Centre](#)

### From April

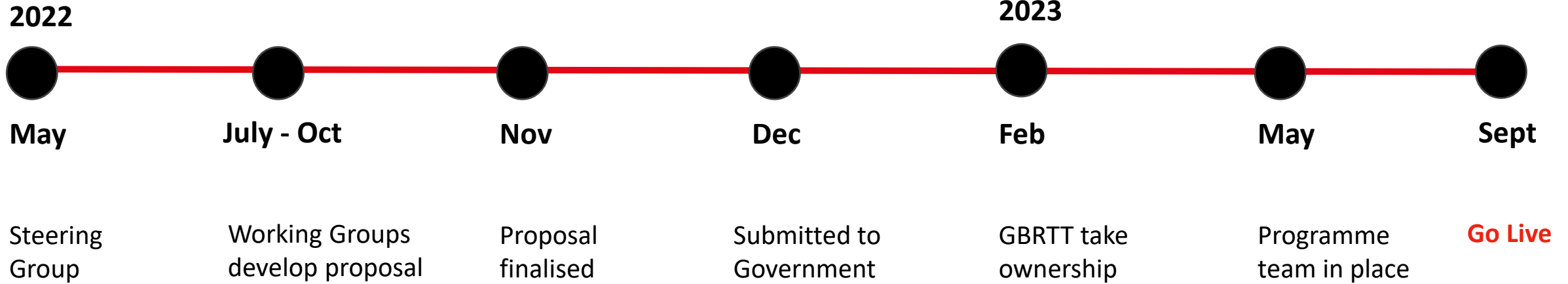
Logo and brand guidelines (also in Welsh)

Logo in Welsh and Gaelic

[www.railway200.co.uk](http://www.railway200.co.uk)



# How it began

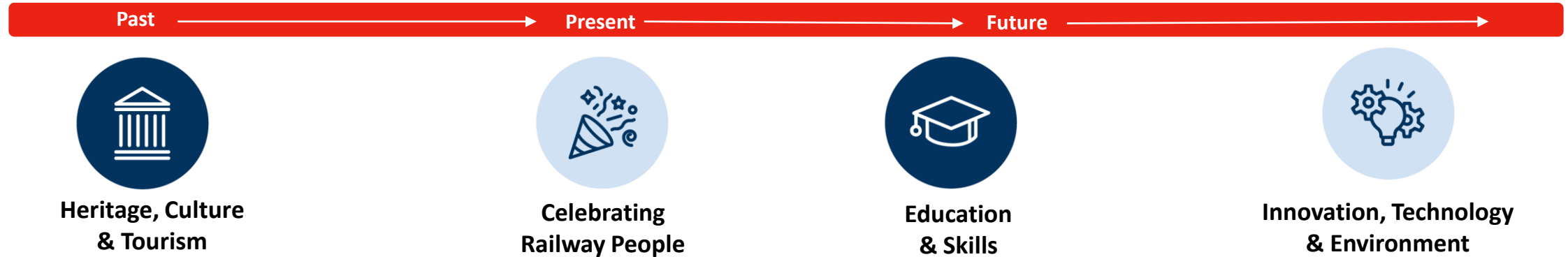


# How it will work

A year-long partnership campaign to celebrate the role of the railway in shaping Britain and the future of rail as a rewarding, innovative and dynamic sector to work in.



# How the national programme is developing



High-level overview of activity aligned to our pillars. Separate Mkt/Comms workstreams are looking at PR and commemorative activity.

## Creating partnerships for local delivery:

- Cultural Partnerships
- Heritage Partnerships
- Tourism – Visit England
- Heritage Railways

## Current partners include



★ **Mkt & Comms:** People will be central to our core narrative and supported across national channels/PR

★ **Rail Industry Awards:** Integrating Railway 200 into existing events/creating special awards – including Community Rail Awards

**Mkt & Comms:** Careers will be central to core narrative, careers page (website), social media, case studies –promoting roles and opportunities.

★ **Exhibition Train:** Targeting young people & families. STEM/careers experience

**Brand Partnerships:** Working with brands outside rail (e.g Lego, Mattel) to reach young people (careers in rail)

**Partnership Driven Activity:** Big Bang & rail industry (target: increase/create more meaningful interventions)

**Mkt & Comms:** The future and freight will be central to the core narrative and supported across national channels/PR

★ **Railway 200 App:** Discover the past, present and future of railway heritage, engineering, technology, architecture and art as you travel the network

# The next six months

2024

Jan-Feb

April

May-June

July-August

Sept

Coordination

Stakeholder newsletter begins

Integrating Railway 200 into 2024 events

Partnership creation

Ongoing engagement

Industry start confirming plans

Website

Development

Enhancements live inc. news feed/timeline

Events map live

New content added

Comms

Planning

Social media switch on PR underway

Marketing/Events

Supporting development of Heritage Railways 'Big Events'

Partner tool kit

**1 Year To Go**  
2025 activities confirmed  
Event with S&DR200



# Railway 200 Exhibition Train

## Overview

Developed in partnership with the National Railway Museum, The Exhibition Train will embody the hope and celebration of a powerful and vital industry, bringing it to new audiences. Combining an exhibition about the past, present and future of rail, with hands on interactivity and careers activities, this experience will ensure that railways are seen as an extraordinary innovation and a major part of our greener, global future.

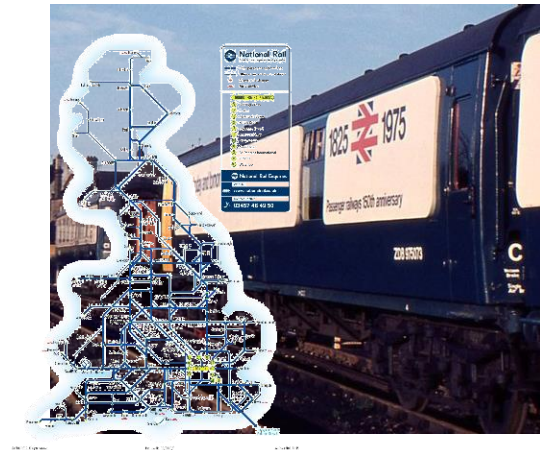
The Exhibition Train will operate for a year and travel the network (England, Scotland and Wales). It will launch mid 2025 (date tbc) and we're hoping it can visit up to 60 stations and locations connected to the mainline.

The content of the 4 carriages will be:

- Railway Firsts (exhibition) – curated by the National Railway Museum
- Wonderlab on Wheels (interactive experience) – curated by the National Railway Museum
- Railway Futures Careers Coach (activity space) – led by Network Rail
- Shop and Admin/support coach – shop and back of house space for the operation of the train (storage, rest area)

**When we have more information on the route and timings, we will start local engagement. Updates will be channelled through Sarah Chilton.**

**We're expecting to make a public announcement in September 2024.**





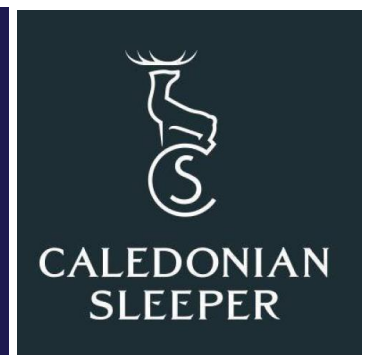
# Train Operating Companies

## Delivering local activity

The Railway 200 team have been engaging with TOCs

Many have appointed a Railway 200 lead and are developing their own plans (see logos)

**Action** – make contact and see how you can get involved in local activity



# Start developing your own plans



# Getting involved in & owning Railway 200

## What's the opportunity?

Railway 200 is a once-in-a-generation opportunity to tell the story of how the railway changed Britain and highlight the importance of its role today, and in the future. It's also the chance to inspire the next generation, from all backgrounds, to consider a career in rail.

You can play a part in telling that story, engaging communities and organising events.

The creation of a national programme ensures that a highly visible platform is available to help coordinate and to raise awareness of plans across the UK throughout 2025. Railway 200 branding will be made available at zero cost.

There are no minimum requirements for scale or reach of stakeholder Railway 200 activities. They can be as simple as repackaging or republishing existing work and delivering some railway related social media activity, or as significant as a year-long series of special activities and in-person events.

Railway 200 is an umbrella programme, **and we encourage organisations across the country to identify how they might be able to take part.**

# Some final thoughts

## Railway 200 has unlimited opportunities for any rail related organisation

### Before you start making plans and thinking of ideas, consider:

- Will the activity create memorable local stories and celebrate local people?
- Does the activity have impact and benefit for you and local communities beyond 2025?
- Does the activity engage with new audiences or create new partnerships?
- Who could you work with and who might be able to help?
  - Consider your existing relationships and how to reach new, young and diverse audiences. Who can help you tell interesting and inspiring stories? Who could you build new partnerships with that have a legacy beyond 2025? Think beyond rail...
- Can you use other hooks to hang activity off?
  - Linking into other national events/activities e.g. International Women's Day, National Careers Week (March) - and think beyond rail.

## What can you do now

### Want to keep up-to-date?

Visit [www.railway200.co.uk](http://www.railway200.co.uk) and sign up for our newsletter

### Got a news story?

We'd love to promote this on our website. We'll share this form via Sarah Chilton.

### Planning an event?

Tell us about it via our website

### Join the conversation

Follow us on LinkedIn

# How to deliver your own Railway 200 activity

**Use our four pillars to identify current or future work/events that could enhance the industry programme – starting now....**

## **Culture, Heritage, Tourism**

Building local partnerships

Get in touch with your local heritage railway and find out about their plans and if you can work together in 2025

## **Celebrating Railway People**

Awards and case studies

Volunteers are an important part of the railway family, and we want to celebrate them too. We'll work with Community Rail Network to showcase your people across our communications and explore opportunities at your awards.

## **Future, Tech, Environment**

What's your role?

Are you doing anything innovative in 2025 and can you feed into our future narrative providing case studies?

## **Education & Skills**

Reaching more young people

Think about your relationships with local schools and whether there is an opportunity to do something special for 2025. Could you badge existing activity? For our marketing and comms, can we use your people to showcase the wide variety of opportunities available?

## **Local partnerships and local delivery**

Take the lead

Work with your local networks and partners to develop local activity. What local relationships can you leverage to support Railway 200 (museums, community groups, schools)?

# How you can support the national programme

## **Railway 200 Brand**

Using the brand in 2024-5

Celebrate by using the Railway 200 brand across all your activity and events. Tool kits are coming soon!

## **Railway 200 Website**

Content

We're looking for great content (copy and images) for our website and we want to reflect the industry by featuring a wide range of stories and people. We can publish news stories and will have a map where you can upload your events.

## **Railway 200 Social Media**

Follow up and amplify

Our social channels will be switched on in April and we'd love you to follow us and share our posts so we can build a good following and conversations.

## **Stockton & Darlington**

Opportunities in the NE

There are big plans in the NE and plenty of opportunities to get involved – we can put your local members in touch with the festival director at S&DR200.

## **Contacts and Networks**

Championing Railway 200

Spread the word - what contacts/forums might be useful for us?

## **Open Rail**

Access all areas

Help us build a calendar of events for the public so they can learn more about the railway in their area by visiting your facilities. Our website will feature a searchable map so you can promote your events.

## **Exhibition Train**

Get onboard

Our exhibition train will only be a success if the whole industry comes together to support its delivery. When we know where it'll be going, we'd like to put in place local delivery teams to take ownership of the event – from volunteers to man the train, to arranging school visits to PR.



# Thank you

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