



# Railway 200

*Update and Q&A*

# Agenda for today

Programme recap

Update – since we last met

Opportunities to support

- Institute of Tourist Guiding
- National Railway Museum – people pride and progress project

# Welcome to Railway 200

Railway 200 will be a year-long nationwide partnership-led campaign to celebrate 200 years of the modern railway in 2025.

It 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.



# Everyone is Railway 200

Railway 200 gives us the opportunity to tell the story of how the railway changed Britain and highlight the importance of its role today, and in the future.

## Potentially, with support

- Biggest partnership-based UK rail campaign ever
- Biggest UK rail story ever told (in terms of scope)
- Most-shared UK rail story
- Helps to build your organisation's profile, talk about your own heritage and progress; customise and amplify messages to your own people, customers, communities & stakeholder.



# How it will work

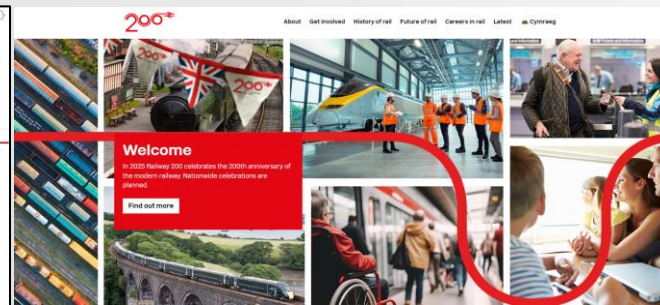
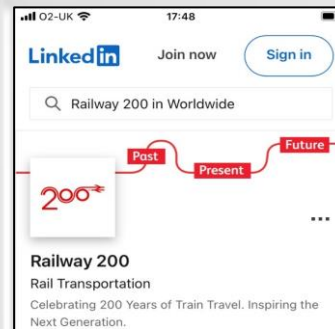
A year-long partnership campaign to celebrate the role of the railway in shaping Britain and the future of rail as a rewarding, innovative and dynamic sector to work in.



# The national programme

**200**<sup>TM</sup>  
Years of Train Travel  
Since 1825

BRAND  
IDENTITY



## The National Programme

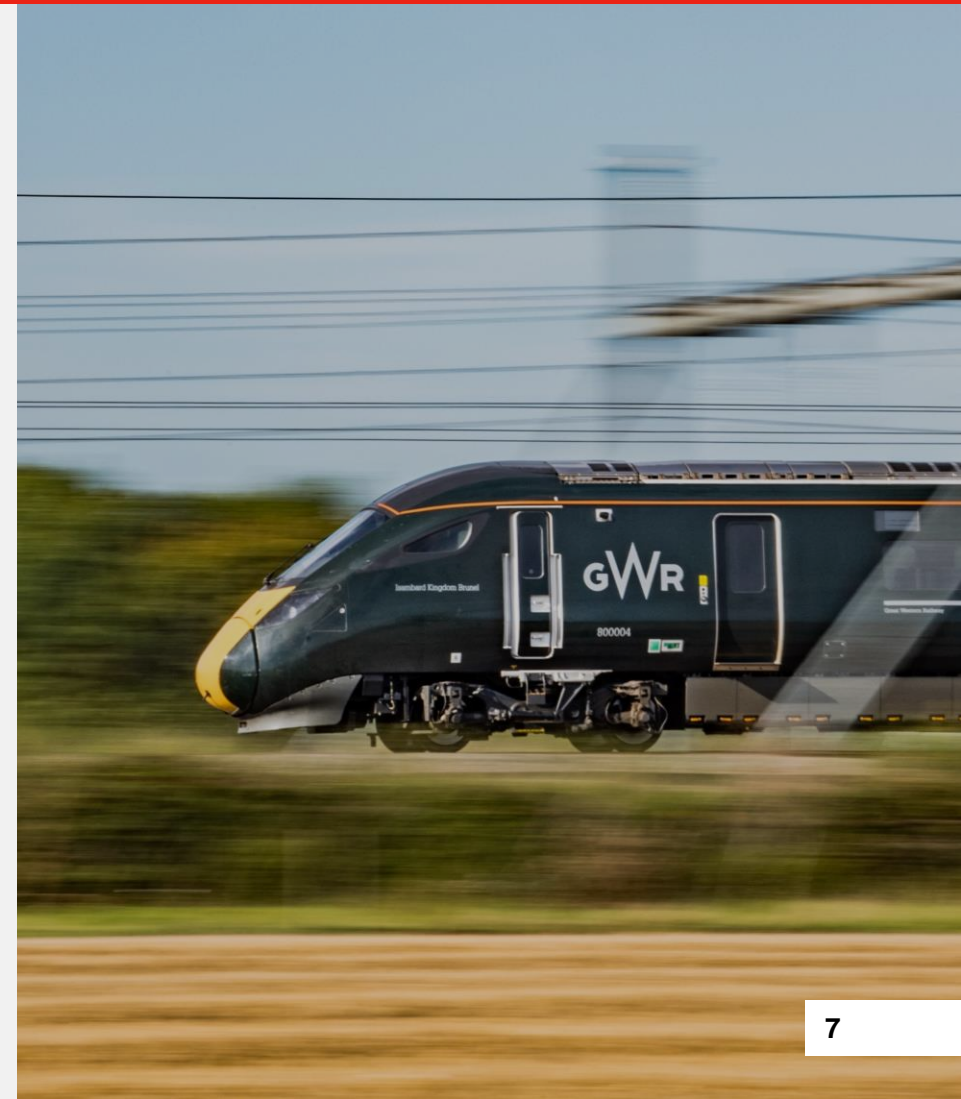
- Branding
- Marketing Tool Kit
- Campaign Website
- Social media
- PR & Communications
- Broadcast Programming
- Brand Partnerships – targeting young people
- Commemorative Merchandise
- Commemorative Partnerships
- National Charity Partnership
- Railway 200 App
- Railway 200 Exhibition Train

**Forever Forward**



# Since we last met...

Programme update



# Marketing & Communications Update



Nationally driven activity, collateral for local delivery and amplification



## PR / Events

**Rail trade media:** Free editorial secured.

**Broadcast:** BBC Travel Show – broadcast date tbc

**Rail Live:** Project planning underway for 2024 display

**Industry Awards:** National Rail Awards secured for 2024 & 2025, proposal for Rail Staff Awards pending

## Marketing

**Brand:** Logo and guidelines on [www.railway200.co.uk](http://www.railway200.co.uk)

**Toolkit:** In development for later this year

**Marketing & Commercial Partnerships:** Being targeted.

## International Engagement

Underway, via RDG, with retailers & trade bodies. Also, Wattrains for overseas heritage railways.

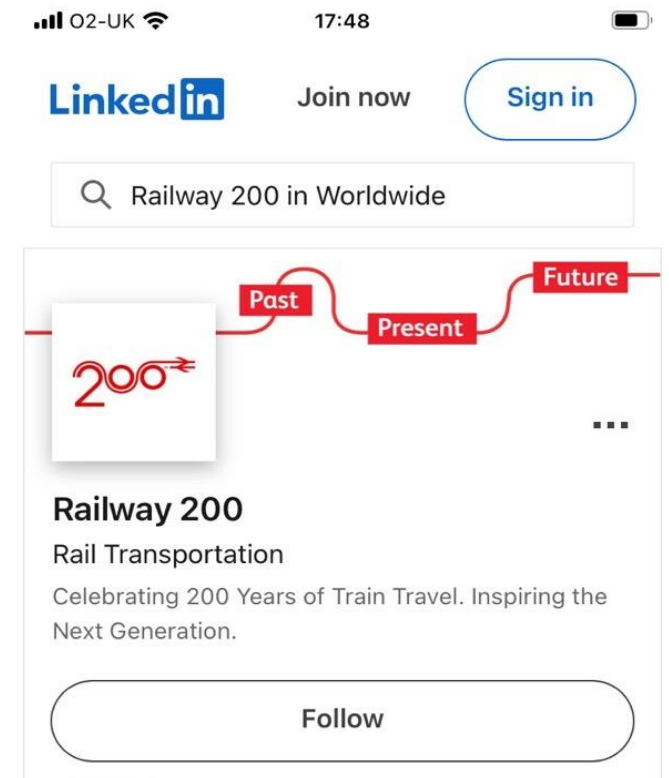
## Digital Communications

**Social media:** LinkedIn is live. Consumer facing channels to be switched on later this year. Plan being developed, inc targeting young people.

**Newsletter:** To be launched early May. Please encourage others to register for email updates.

## Documentaries/TV Shows

In discussion with BBC, C4, C5 and independent production companies. Other broadcasters & narrowcasters being targeted.

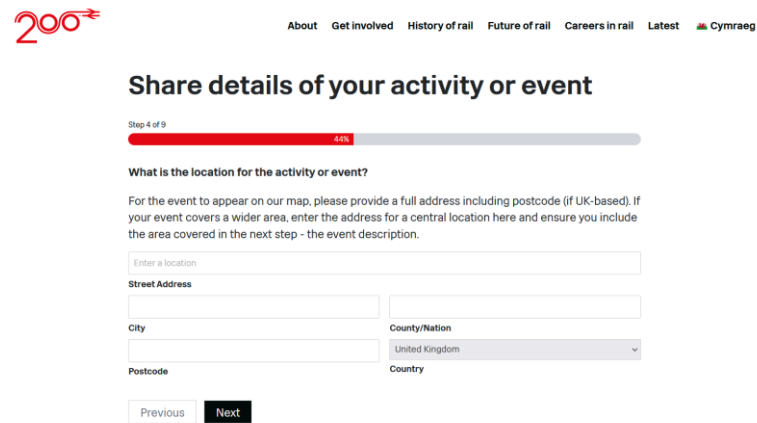




# New Website is live

## Features incl.

- Add an activity or event, so these can be promoted on an interactive map being launched later this year



200

About Get involved History of rail Future of rail Careers in rail Latest Cymraeg

### Share details of your activity or event

Step 4 of 9 44%

**What is the location for the activity or event?**

For the event to appear on our map, please provide a full address including postcode (if UK-based). If your event covers a wider area, enter the address for a central location here and ensure you include the area covered in the next step - the event description.

Enter a location

Street Address

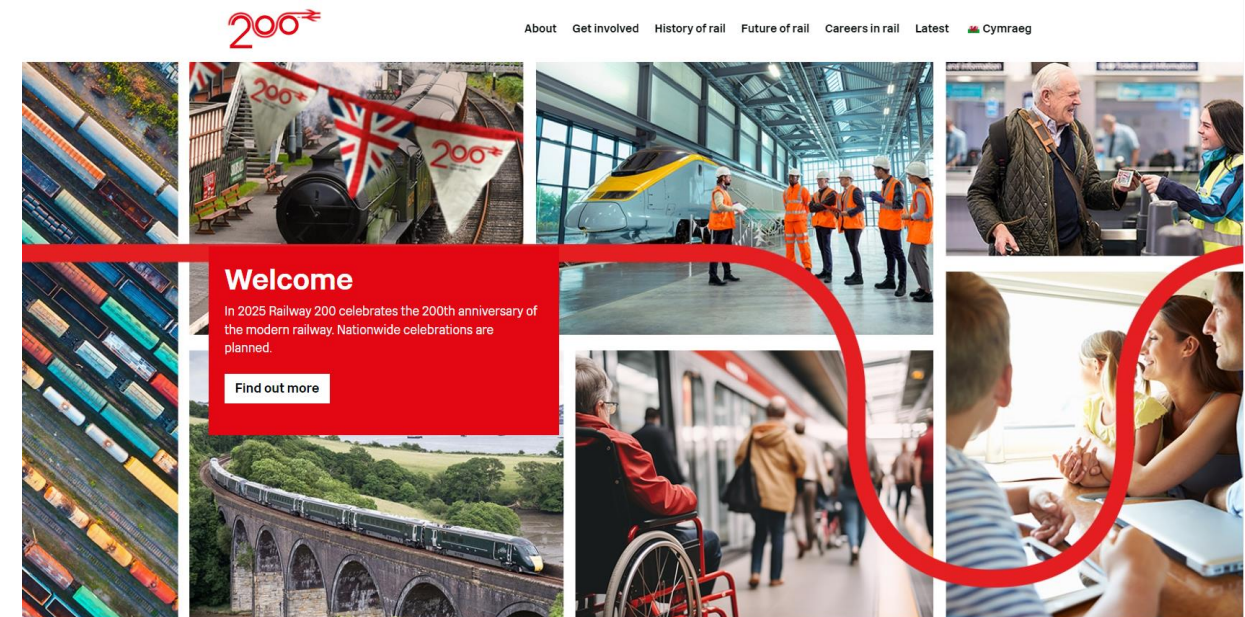
City County/Nation

United Kingdom

Postcode Country

Previous **Next**

- Sign up for email updates
- Submit your news article to be added to the latest news
- A timeline of 50+ major rail moments, exclusively curated with help from the National Railway Museum
- A Railway 200 brand toolkit, including the logo and brand guidelines, more content is coming
- Available in English and Welsh



### About Railway 200

2025 is the 200th anniversary of the birth of the modern railway. Britain and the world changed forever. Railway 200 celebrates the past, present and future of



### History of rail

Travel back in time to some of the major moments that defined the railway, shaping nations and the lives of people around the globe.



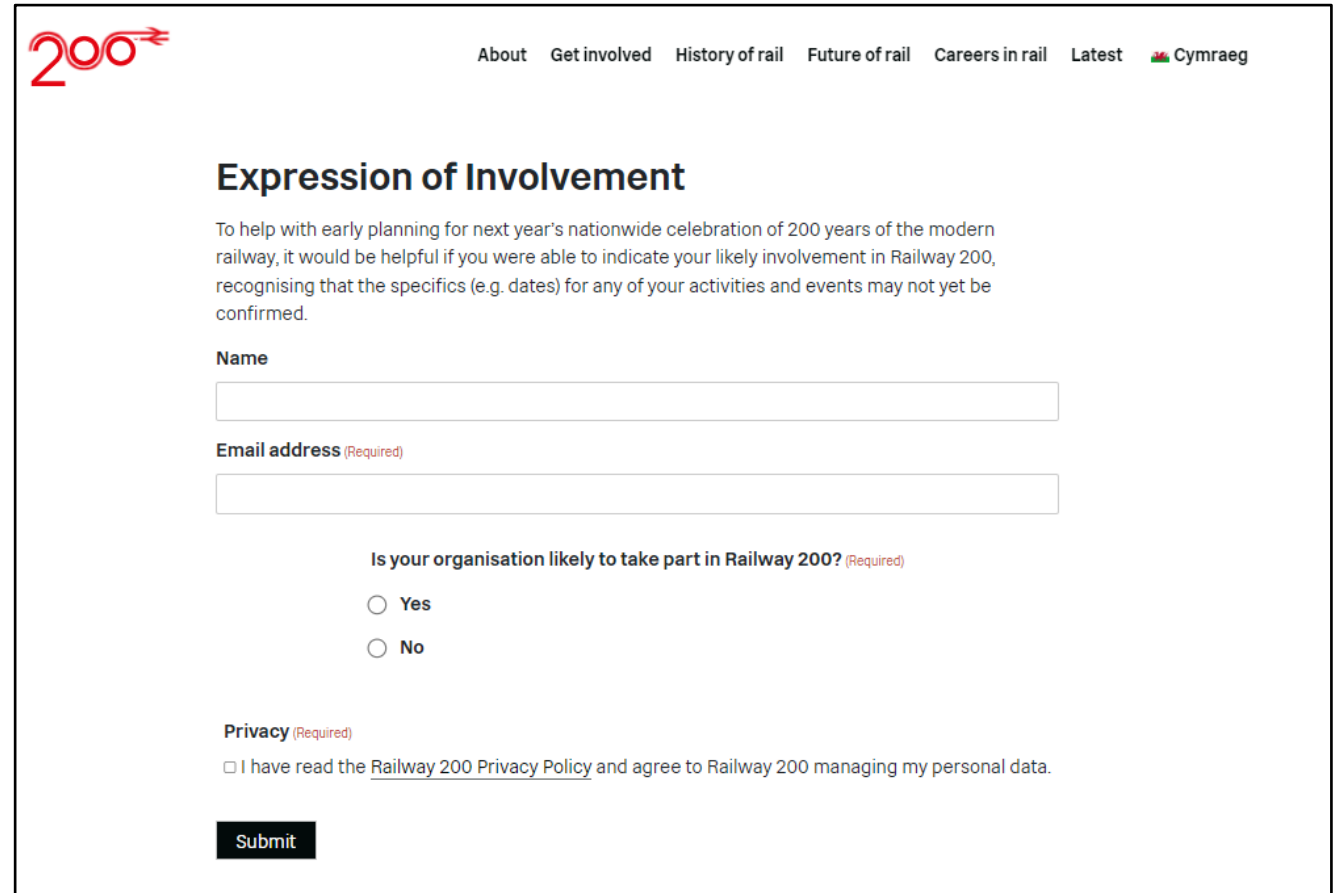
### Careers in rail

From architecture to accountancy and engineering to ecology, there's a role for everyone in rail. Learn about a wide range of careers, apprenticeships and training

# Considering running an event – tell us about it

<https://railway200.co.uk/expression-of-involvement/>

To help with early planning for next year's nationwide celebration of 200 years of the modern railway, it would be helpful if you were able to indicate your likely involvement in Railway 200, recognising that the specifics (e.g. dates) for any of your activities and events may not yet be confirmed.



The screenshot shows the 'Expression of Involvement' form on the Railway 200 website. The form includes a navigation menu with links for 'About', 'Get involved', 'History of rail', 'Future of rail', 'Careers in rail', 'Latest', and 'Cymraeg'. The main heading is 'Expression of Involvement', followed by an introductory paragraph. The form fields are: 'Name' (text input), 'Email address (Required)' (text input), 'Is your organisation likely to take part in Railway 200? (Required)' (radio buttons for 'Yes' and 'No'), and 'Privacy (Required)' (checkbox for 'I have read the Railway 200 Privacy Policy and agree to Railway 200 managing my personal data.'). A 'Submit' button is located at the bottom of the form.

**200** →

About Get involved History of rail Future of rail Careers in rail Latest Cymraeg

## Expression of Involvement

To help with early planning for next year's nationwide celebration of 200 years of the modern railway, it would be helpful if you were able to indicate your likely involvement in Railway 200, recognising that the specifics (e.g. dates) for any of your activities and events may not yet be confirmed.

Name

Email address (Required)

Is your organisation likely to take part in Railway 200? (Required)

Yes

No

Privacy (Required)

I have read the [Railway 200 Privacy Policy](#) and agree to Railway 200 managing my personal data.

Submit

# Social media

## Thank you for the support

Please follow us on LinkedIn

Please share your plans

Please use the new logo

Please use #Railway200



**Community Rail Network**  
1,272 followers  
5d

Is your **#CommunityRail** Partnership or station group currently planning **#Railway200** activities?

Join our online session on Thurs 16 May, 11am-12pm, where we'll be joined by project manager Emma Robertson, who will share updates and answer your questions <https://lnkd.in/es-BHDk2>

**2000**  
Years of Train Travel  
1825-2025

21 · 1 Comment

Like Comment Share



← Post

**Penistone Line Partnership**  
@PenistoneLine

We want your ideas for projects we could be involved with to celebrate **#Rail200** in 2025. What do you want us to do, we can apply for funding! Help us make 2025 a fantastic year to celebrate all things rail related!  
[@CommunityRail](#)

**2000**  
Years of Train Travel  
1825-2025  
All aboard Railway 200! - Network Rail

From networkrail.co.uk

10:49 am · 17 Apr 2024 · 52 Views

1 Like

Comment Retweet Like Bookmark Share

# Newsletter update

Will be landing in inboxes today

Got a story to tell – please contact the team

We mentioned community rail week

## Did you know?

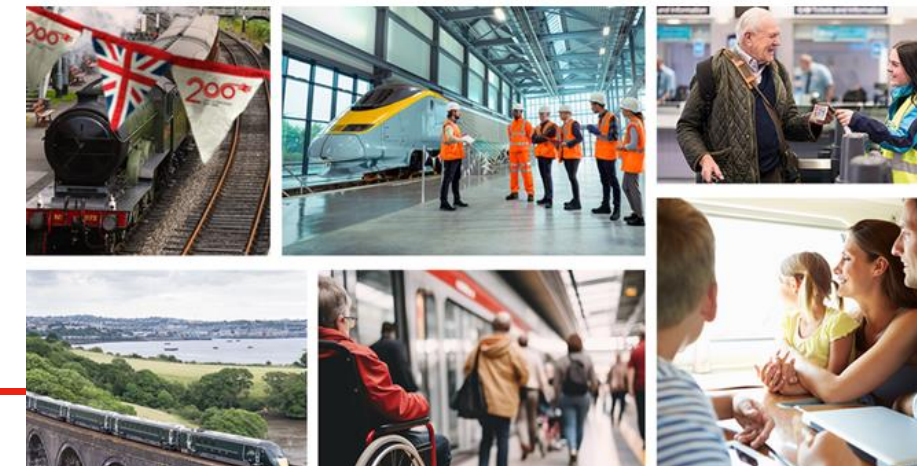
- In 2022/23 rail moved more than 15.7 billion tonnes of freight in the UK, taking 6.4 million lorries off our congested roads.
- There are [211 heritage railways](#), enjoyed by 13 million people a year.
- [Community Rail Week](#) (20-26 May) celebrates the UK's 75 community rail partnerships and 1,200 station adoption groups.



Hi Emma,

## Introducing Railway 200

- Railway 200 will keep you updated with emerging plans for the year-long national celebration in 2025 of the 200th anniversary of the modern railway. Next year promises to be a year to remember!
- More importantly, there's an open invitation to get involved in this once-in-a-generation opportunity to showcase rail's continuing contribution to local and national life, not just in the UK but around the world.
- With your help, Railway 200 will tell the story of an industry with a pioneering pedigree and innovative spirit that has transformed the way we live our lives.
- To find out more and join the history-makers visit: [www.railway200.co.uk](http://www.railway200.co.uk) and follow Railway 200 on [LinkedIn](#).



# Please keep championing and talking about us

## It really works...

Following a referral from Community Rail Network...

Programme team are meeting with Louise Moon, Heritage and Sustainable Impact Manager at Transport for Wales

Louise is leading the organisation's work.

They are looking at ideas and emerging work for Wales and borders area with industry, academia, communities and a range of other organisations.



# Operators – update

Railway 200 leads have been appointed and local plans are developing

Opportunities being considered include:

- Using the Railway 200 logo across communication channels
- Reframing planned 2025 campaigns and initiatives
- Open days, train simulator sessions for public, schools outreach
- Marketing activity e.g. heritage trails with local attractions/museums, discounted tickets (e.g. £18.25)
- Railway 200-themed competitions
- Events (staff, public), train naming, vinyl wraps and other activity

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



# Exhibition Train

## Exhibition design is underway, Network Rail coordination being discussed

Carriage design began three weeks ago

- 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

Coordination for local route planning being discussed via Network Rail Routes and Regions

Public announcement in September 2024 to coincide with ‘one year to go’ activity with Stockton & Darlington Bicentenary festival – [www.sdr200.co.uk](http://www.sdr200.co.uk)



# 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



# Opportunities

For discussion



# Institute of Tourist Guiding

## Sustainability and tourism

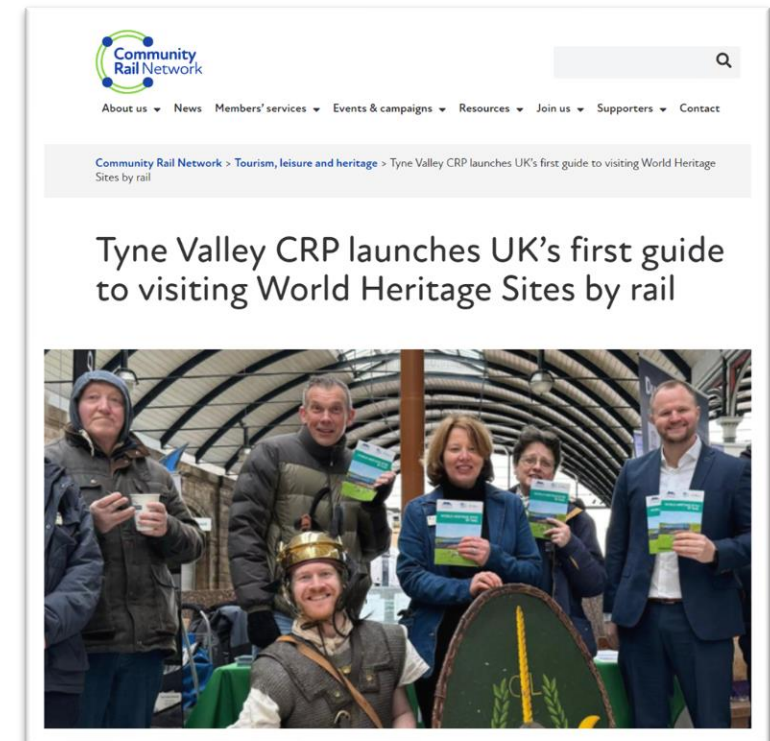
They have been in touch to explore how they could use Railway 200

Has anyone worked with local blue badge tourist guides?

They want to know about local railway history – could you help?

Have you done something similar or know of anything similar that has already been done?

What other travel-based organisations have you work with before?



**PEOPLE PRIDE AND PROGRESS:  
PRESERVING THE VOICES OF RAILS  
LGBTQIA+ HISTORY**

ASHLYNN WELBURN  
CURATORIAL & RESEARCH  
[PeoplePrideProgress@railwaymuseum.org.uk](mailto:PeoplePrideProgress@railwaymuseum.org.uk)

**RAILWAY  
MUSEUM**



[HOME](#) → [RESEARCH AND ARCHIVE](#)

# PEOPLE, PRIDE AND PROGRESS

The National Railway Museum is embarking on a new project to record the stories and memories of the LGBTQIA+ community in a new oral history archive.

This initiative is funded and made possible thanks to the [National Lottery Heritage Fund](#) and the players of the National Lottery, ASLEF LGBTQIA+ Network and the Friends of the National Railway Museum.

## CONTACT US

Do you have an LGBTQIA+ connection with the railways? Contact us to tell us more!

### EMAIL:

[PeoplePrideProgress@railwaymuseum.org.uk](mailto:PeoplePrideProgress@railwaymuseum.org.uk)

# WHY

By preserving these memories, we can share knowledge of our experiences, what it means and has meant to be LGBTQIA+ in rail, for present and future generations to understand, learn from, and celebrate

Our community can be included when we tell the stories of our industry

Aim: 70 one-on-one intergenerational oral history recordings. We're looking for:

- 30 LGBTQIA+ rail industry volunteers
- 70 participants happy to chat with us about the past and present

We all have unique and valuable memories of our community



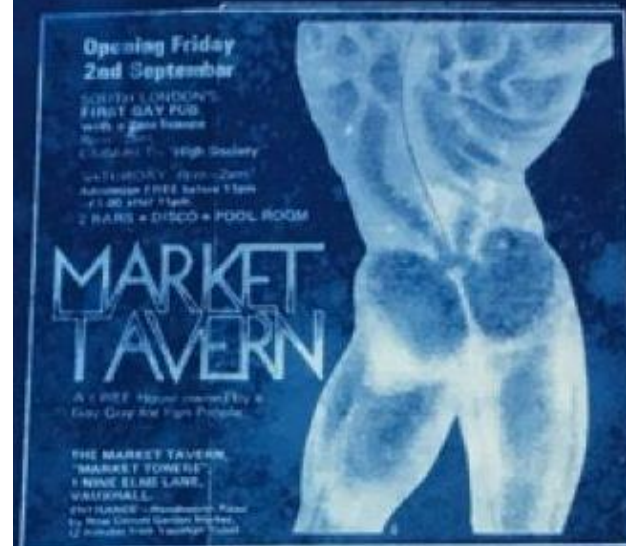
# AIMS

5 guided group interviews

- Focused on co-curated themes
- Centered on significant locations or topics to members of the community

Up to 5 studies

- On the ground in the workplace, actively exploring contemporary experience
- Based on the work of Nina Wakeford and the LGBTQIA+ community of the London Underground



# Copy for social media post



## People Pride & Progress: preserving the memories of our LGBTQIA+ railway community

The National Railway Museum is embarking on a new project to record the stories and memories of our LGBTQIA+ community in a new oral history archive, an initiative funded by the National Lottery Heritage Fund, ASLEF, and the Friends of the National Railway Museum.

The project offers individuals from different generations of the community the opportunity to meet and learn from each other's lived experiences and create an archive of recordings. We all have unique and valuable memories, from how we came to be a part of the railway family; the work, projects, and campaigns we have been a part of; how it's impacted our personal lives; how it's effected where we live and the communities we know; our colleagues, relationships, social groups, and networks. By preserving these memories, we can share knowledge of our experiences for present and future generations to understand, learn from, and celebrate.

We are looking for:

- LGBTQIA+ individuals (current, retired, or who have moved on from the industry) with a working background from before 2000 in any part of the rail industry – train and freight operating companies, supply chain, maintenance, policy, infrastructure, or other parts of the industry – who are happy to chat with us about the past, present, share life stories, memories, and reflect on personal experiences in a recording with our volunteers.
- Volunteer oral history interviewers
- For this role you must have a personal connection with the LGBTQIA+ community and be a part of the rail industry, having started your career between 1997 and 2024. You will be happy to meet people, record their stories and share your LGBTQIA+ experiences.

No previous experience is required, training will be provided through the Oral History Society.

If you would like to participate, learn more, or if you know someone who would be useful for us to speak to, please reach out to Ashlynn at [PeoplePrideProgress@railwaymuseum.org.uk](mailto:PeoplePrideProgress@railwaymuseum.org.uk).

**WE'D LOVE YOU TO GET  
INVOLVED!**

**PEOPLEPRIDEPROGRESS@RAILWAYMUSEUM.ORG.UK**

<https://www.railwaymuseum.org.uk/research-and-archive/people-pride-and-progress>

[Ashlynn.Welburn@railwaymuseum.org.uk](mailto:Ashlynn.Welburn@railwaymuseum.org.uk)

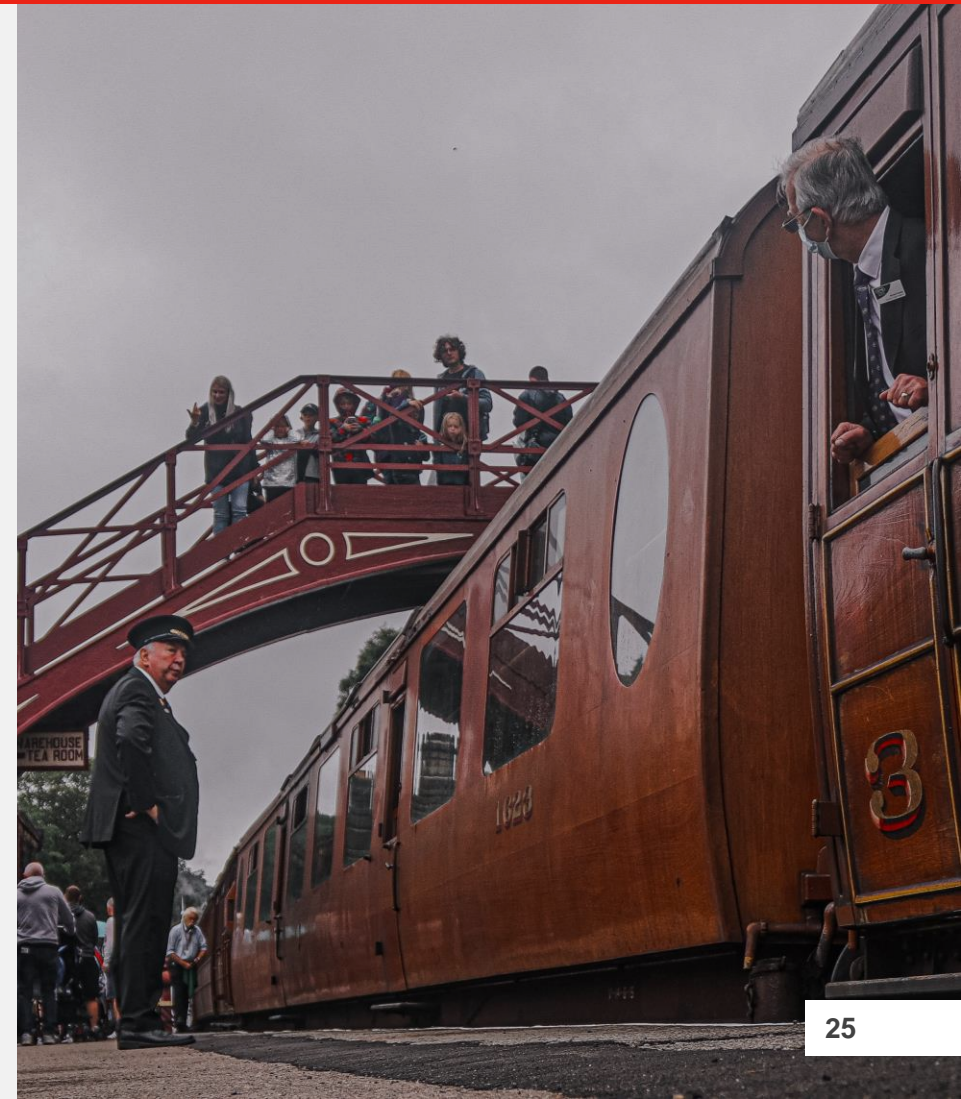
[Alison.Kay@railwaymuseum.org.uk](mailto:Alison.Kay@railwaymuseum.org.uk)

<https://www.linkedin.com/in/ashlynnhudsonwelburn/>

**RAILWAY  
MUSEUM**



# 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.

## Call to actions:

Work with your TOC to develop local plans

Start telling us about **your plans** so we can include in our September press release – guidance on slides 22-23

Spot opportunities to weave Railway 200 into 2024 events and networks and start sharing your plans

Sign up for our **newsletter** at [www.railway200.co.uk](http://www.railway200.co.uk)

Share your Railway 200 **news** with us so we can promote it on our website & social media - email [railway200@gbrrtt.co.uk](mailto:railway200@gbrrtt.co.uk)

**Put Railway 200 on your website** and link to ours – we can supply copy and logo

Planning an **event** in 2025?

Complete the express of interest (<https://railway200.co.uk/expression-of-involvement/>) or event (<https://railway200.co.uk/get-involved/share-activity-or-event/>) form on our website so we can add it to the interactive map

Follow us on **social media** (LinkedIn) and like, share and comment on our posts. Post your own news using #railway200

# Thank you

[emma.robertson@gbrtt.co.uk](mailto:emma.robertson@gbrtt.co.uk)

[railway200@gbrtt.co.uk](mailto:railway200@gbrtt.co.uk)



# Using 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.

## Trademark confirmed, updated tagline

### How do I get the logo?

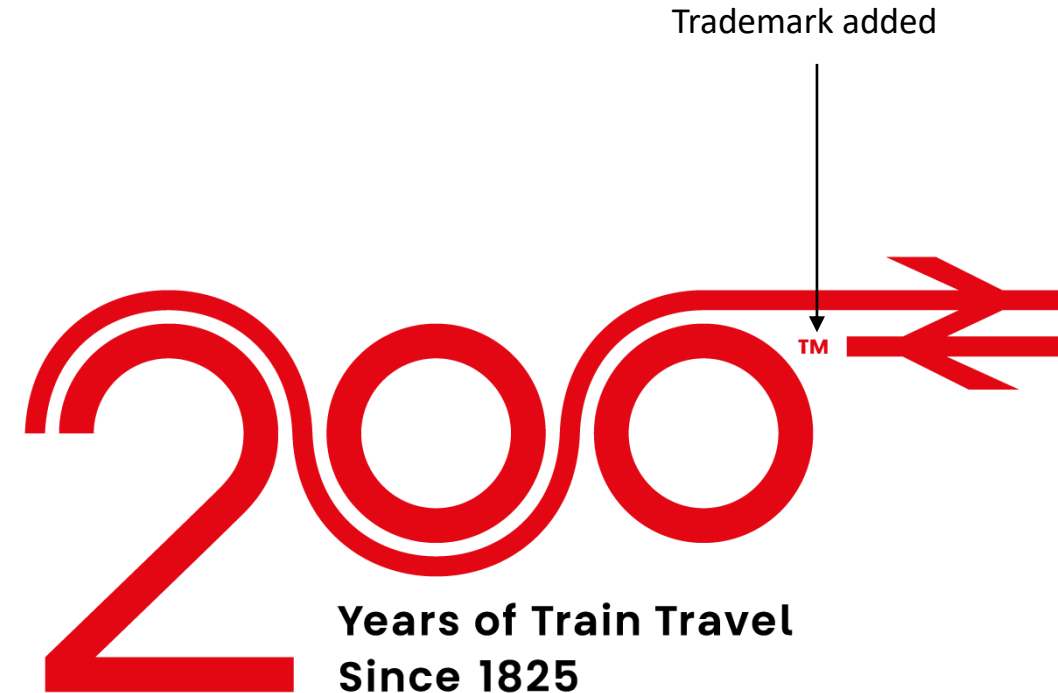
Available now: [Network Rail's Campaign Resource Centre](#)

### From April

Logo and brand guidelines (also in Welsh)

Logo in Welsh and Gaelic

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



**Years of Train Travel  
Since 1825**

Removed 2025 – to convey continuity