



Railway 200

Update and Q&A

Agenda for today

What we will cover

Railway 200 Campaign update (30 mins)

- Stakeholder engagement and partner opportunities
- Brand update
- Content call out
- Registering your event
- Merchandise
- Exhibition Train

Discussion – how are your plans shaping up (20 mins)

Q&A (10 mins)

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.

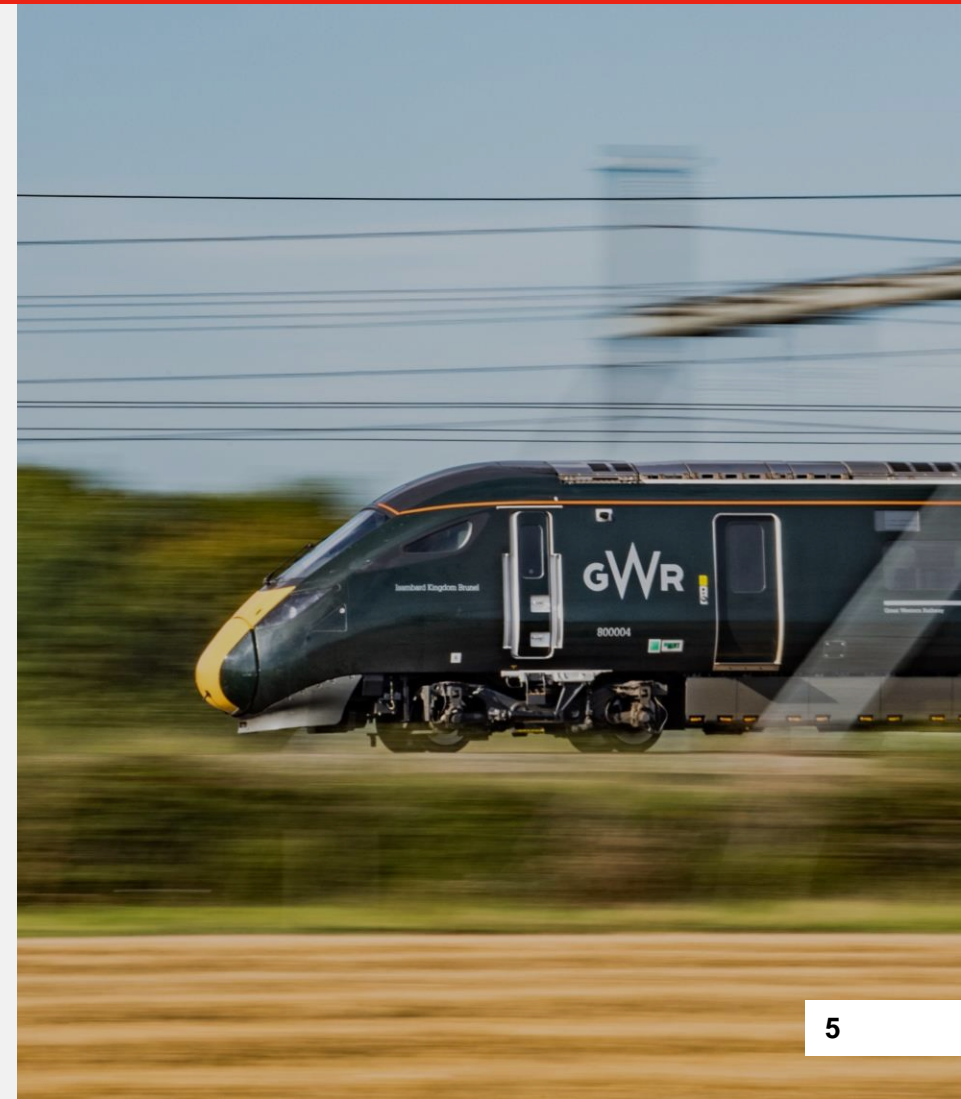
Potentially, with support

- 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.



Since we last met...

Programme update



Since we last met

Meetings & Presentations

- Rail Live 19-20 June
- The Big Bang 20 June
- Education & Skills Delivery Group – 21 June
- Keighley & Worth Valley Railway – 25 June
- Charity Round Table - 27 June
- S&DR200 joint launch (Sept) – 28 June
- Watercress Line – 1 July
- **Lancashire Community Rail Partnership – 1 July**
- British Council – international artists proposal – 3 July
- Network Rail joint branding proposal – 4 July
- Dartmouth Town Council – 4 July
- HS2 / Open Doors – 4 July
- Heritage Delivery Group – 4 July
- Heritage Open Days – 5 July
- Camira Fabrics (moquette) – 5 July
- Google Arts & Culture – 8 July
- Innovation, Tech, Environment Delivery Group – 9 July
- Marketing & Comms Group – 9 July
- Rail Industry Early Engagement Leads – 10 July
- **Network Rail Community Rail Partnership leads – 11 July**
- Independent Rail Retailers – 11 July
- Friends of Stockton & Darlington – 12 July



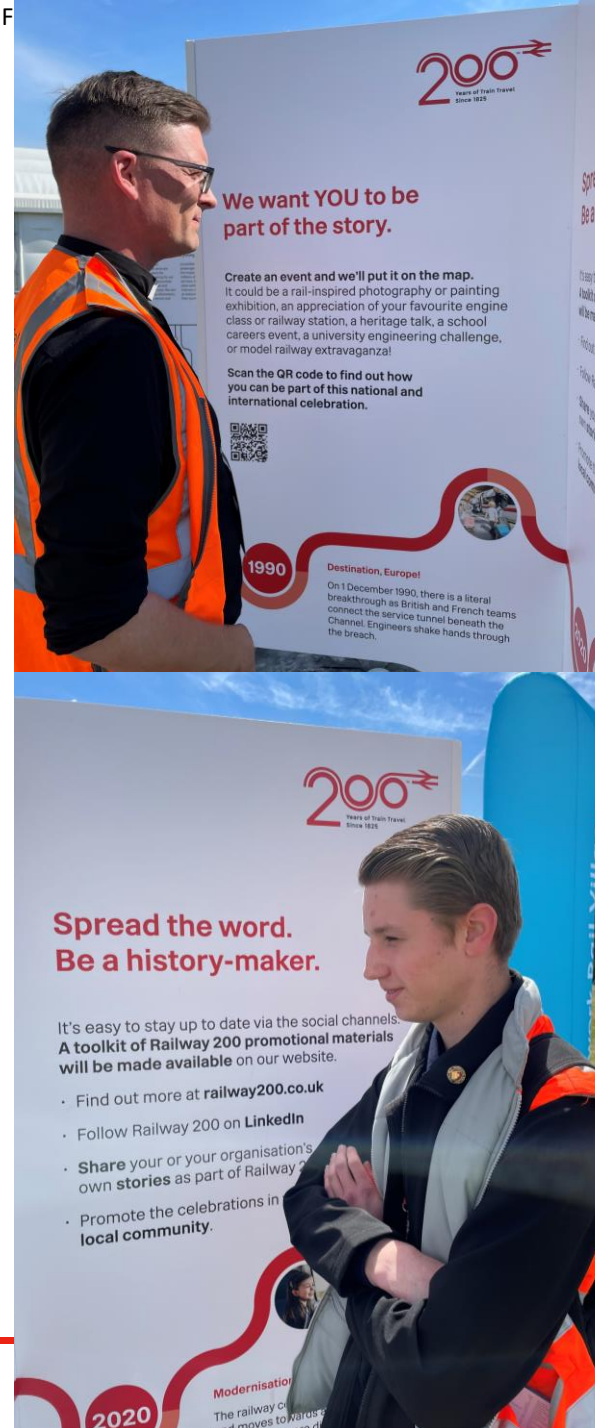
- Visit Ise of Man – 16 July
- Cross Govt Working Group – 18 July
- Visitor Attraction Conference (prep) – 19 July
- Interviewing for Event & Customer Manager – 22 July
- Education & Skills Delivery Group – 26 July
- Heritage Delivery Group – 1 August
- Q&A Webinar with Community Rail Network – 5 August

Work for next month

- Outcome of DBT Japan Expo proposal
- Exhibition Train: Carriage design & route (June to Dec)
- Partner tool kit & explainer video
- Second newsletter
- Event planning – 19 September launch
- Interviewing for new team members (Mktg & Comms and Exhibition Train)
- Corporate Sponsorship

Rail Live

The team attended to spread the word...



"Are you proud to work in the railway?" asked HIRD Group Business Growth Director Lucy Prior to a sea of raised hands at Rail Live 2024.

Prior and Rail Forum Chief Executive Officer Elaine Clark were addressing delegates on day one of the 2024 event, held on June 19-20.

Reflecting a widely held sentiment within the railway, however, Clarke argued that "listening to the industry, there is a sense of frustration that not much is changing and if it is, it's not quick enough".

They were among the opening speakers drawn from across the industry for RAIL's premier industry show.

In the same wide-ranging session on making the railway sustainable, AtkinsRéalis Technical Director Caspar Lucas argued that a lack of electrification should not be a hindrance to introducing trains that could be converted to fully-electric operation at a later date.

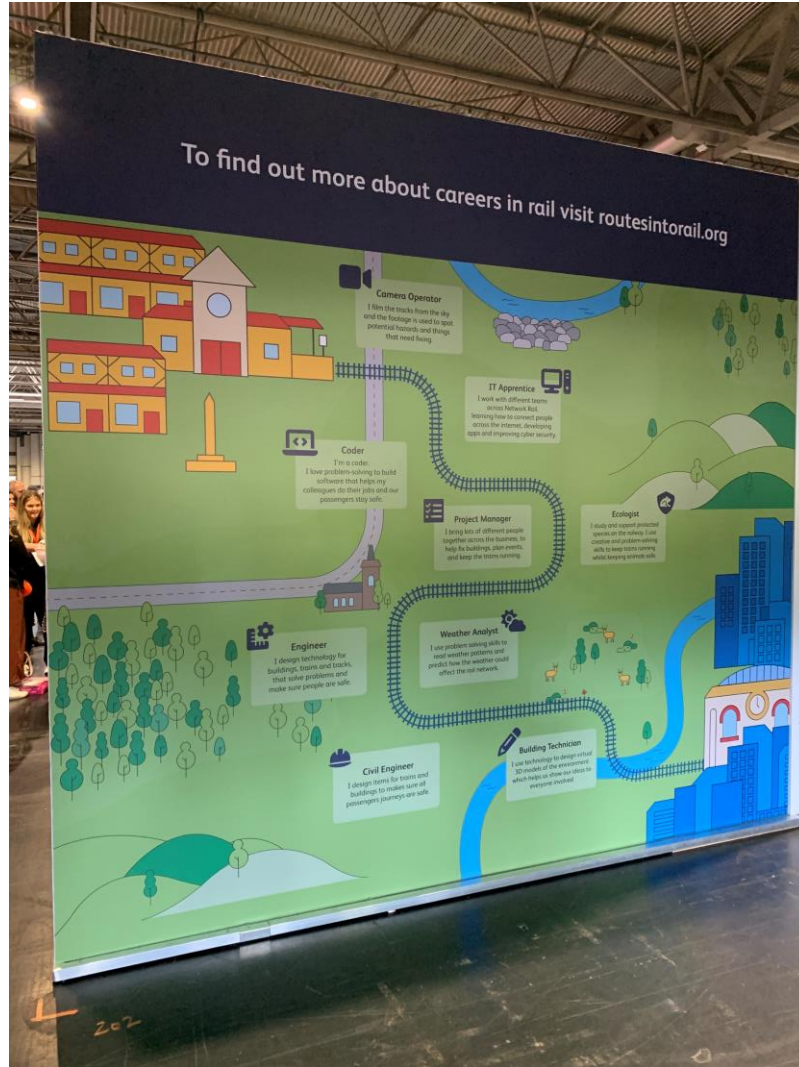
Official charity partner at the 2024 show was the Railway Children, which works to support vulnerable young people in both the UK and overseas.

The Rail Live dates for 2025 – coinciding with a year of 'Railway 200' bicentenary celebrations - have already been announced: June 18/19. See raillive.org.uk.

The Big Bang Fair 2024

Railway 200 at Big Bang in 2025

What's the opportunity for an industry wide showcase under the umbrella of Railway 200?

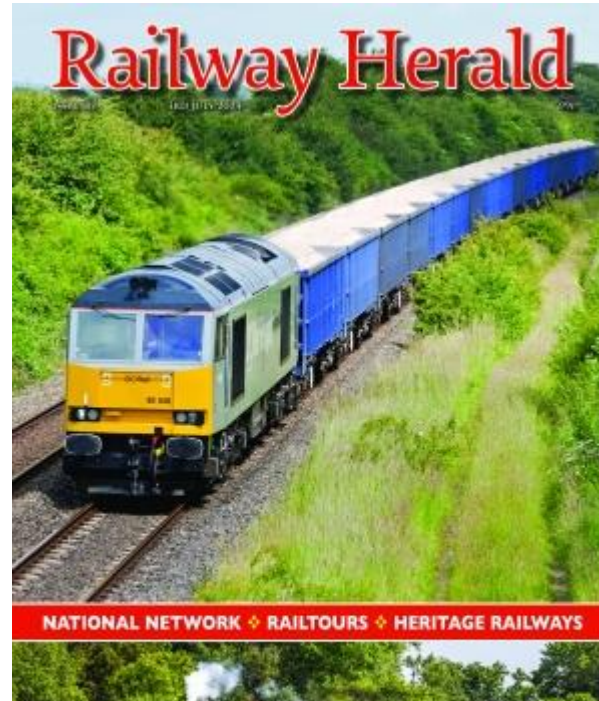


Great to see coverage coming through

Great example of how you can start mentioning plans for 2025

Future coverage:

- Trade Talk (Visit England)
- Museum Association Magazine



Brand Update

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.

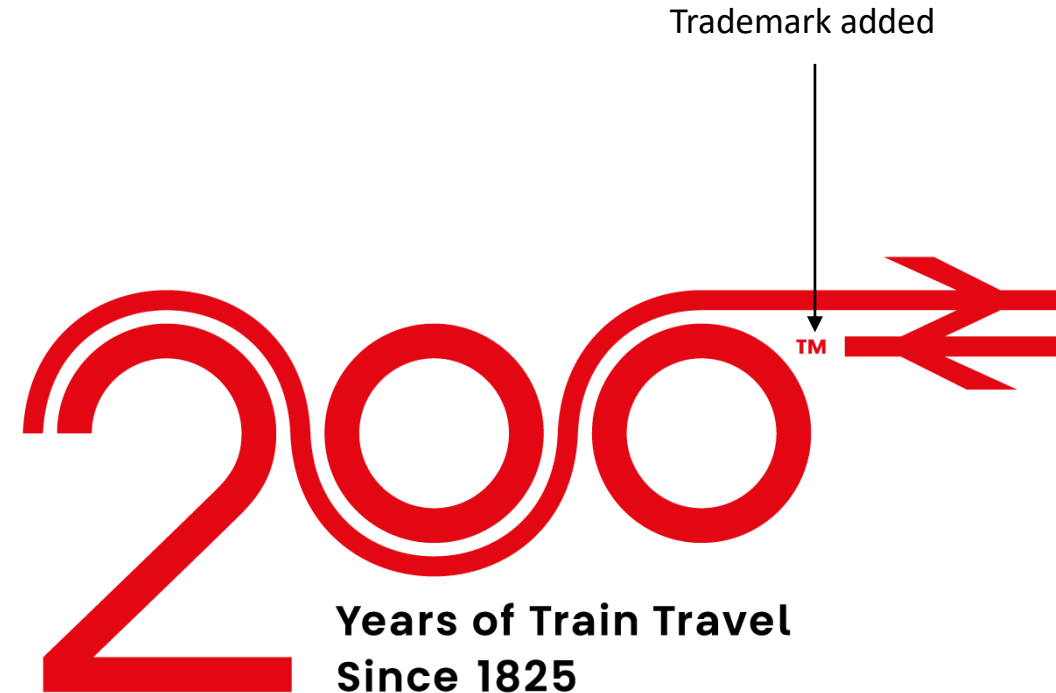
Trademark confirmed, updated tagline

How do I get the logo?

Logo and brand guidelines (also in Welsh)

Logo in Welsh and Gaelic

<https://railway200.co.uk/about-railway-200/toolkit/>



Removed 2025 – to convey continuity

Updated brand guidelines

- Our rationale for our suggested colourway idea is based on the British countryside in the summer. The glorious days at the height of summer, with picnics and family trips out (by train).
- These colours were then toned to match the red, black and grey within the current guidelines.

Quick reference Railway 200

Primary logo



Reduced size logo



Typography

We are using **Rail Alphabet 2** as our primary typeface. We use three weights of the font (Regular, Medium and Bold).

We allow Arial as a secondary font for system use or where Rail Alphabet is not available. Check the main brand guidelines for further advice on our use of typography.

The **Railway 200 brand** is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable as Railway 200.

Our **primary logo** lockup should be used on the majority of our communications, where space allows. For accessibility, use the **reduced size logo** when the width of the logo is smaller than 35 mm (132 pixels) wide.

A black version of the logo can be used on a white background. When production is limited to one colour use the white logo on a coloured background.

Primary colour palette

Primary Red	Primary Black	Primary Grey
PMS 485c	PMS Black	PMS Cool Gray 8c
C 0 M 100 Y 100 K 0	C 60 M 40 Y 40 K 100	C 0 M 0 Y 0 K 60
R 227 G 6 B 19	R 2 G 10 B 10	R 125 G 125 B 125
#e30613	#020a0a	#7d7d7d
RAL 3028	RAL 9005	RAL 7037

Secondary colour palette

Sunglow	Vivid Sky Blue	Emerald
PMS 136c	PMS 305c	PMS 7480c
C 0 M 20 Y 72 K 0	C 67 M 14 Y 0 K 2	C 75 M 0 Y 70 K 0
R 255 G 203 B 71	R 83 G 216 B 251	R 0 G 204 B 119
#ffcb47	#53d8fb	#00cc77
RAL 1018	RAL 6027	RAL 6038

This is a quick reference guide. Consult the full guidelines for our brand if you wish to know more. If you have any questions, [contact the Railway 200 Team](#) before you use this identity.

Minimum size



35 mm/132 px

Exclusion zone



Logo files

Please ensure you use the **correct logo file type**:

Print CMYK > AI (vector/scalable file)

Screen RGB > PNG (raster/72dpi file) or SVG (vector/scalable file)

Other file types are available on request from the [Railway 200 Team](#).

Social media & newsletter

#Railway200

What next?

- Now live on socials again following the general election period.
- Live on X so please follow us @Railway200.
- Explainer video should be ready next week.
- Preparing to send out the next newsletter shortly. If you have a story to tell, please contact the team.



Content call out

Examples of what we're looking for

Past, present, and future:

- Heritage imagery and footage
- Key milestone events (can be historical or more recent like King's Coronation)
- Any imagery or footage of people in stations and on platforms – spanning different generations over the years.
- Any imagery or footage that looks at the future of the railway (e.g., Net Zero)

Celebration:

- Any imagery or footage that shows people celebrating, having fun, being together.
- Any imagery or footage of events or parties that are linked to the railway.
- Non-railway events - street parties, music events, festivals, arts and craft fairs, etc.
- Any imagery of brightly colour bunting and people waving small flags.

Heritage, culture & tourism:

- Anything community based (user-generated content would be great even if it's not super polished).
- Shots from coastline railways
- People (families / diversity) travelling by train.
- Any heritage imagery or footage.
- Museums, galleries, sculpture parks.
- Trains used in art, film, TV, etc.

Expression of Involvement

Considering running an event – tell us about it

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.

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

<https://railway200.co.uk/get-involved/share-activity-or-event/>

Current submissions are:
Expression of involvement = 12
Activity or map entry = 7

[About](#) [Get involved](#) [History of rail](#) [Future of rail](#) [Careers in rail](#)

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.

**Merchandise range – concepts
(not for sharing)**

**Wholesale available from Science
Museum Group – details to follow**



UV printed
metal pin badge
approx
35mm x 20mm
3mm thickness



badge reverse



Pin badge -
simple logo



Mechanical pencil & ballpoint pen – could be packaged together in a velvet-lined presentation box



Size: 20cm

Body: Non-Eco Traditional Bear

Eyes: Hard Eyes

Material: Non-Eco

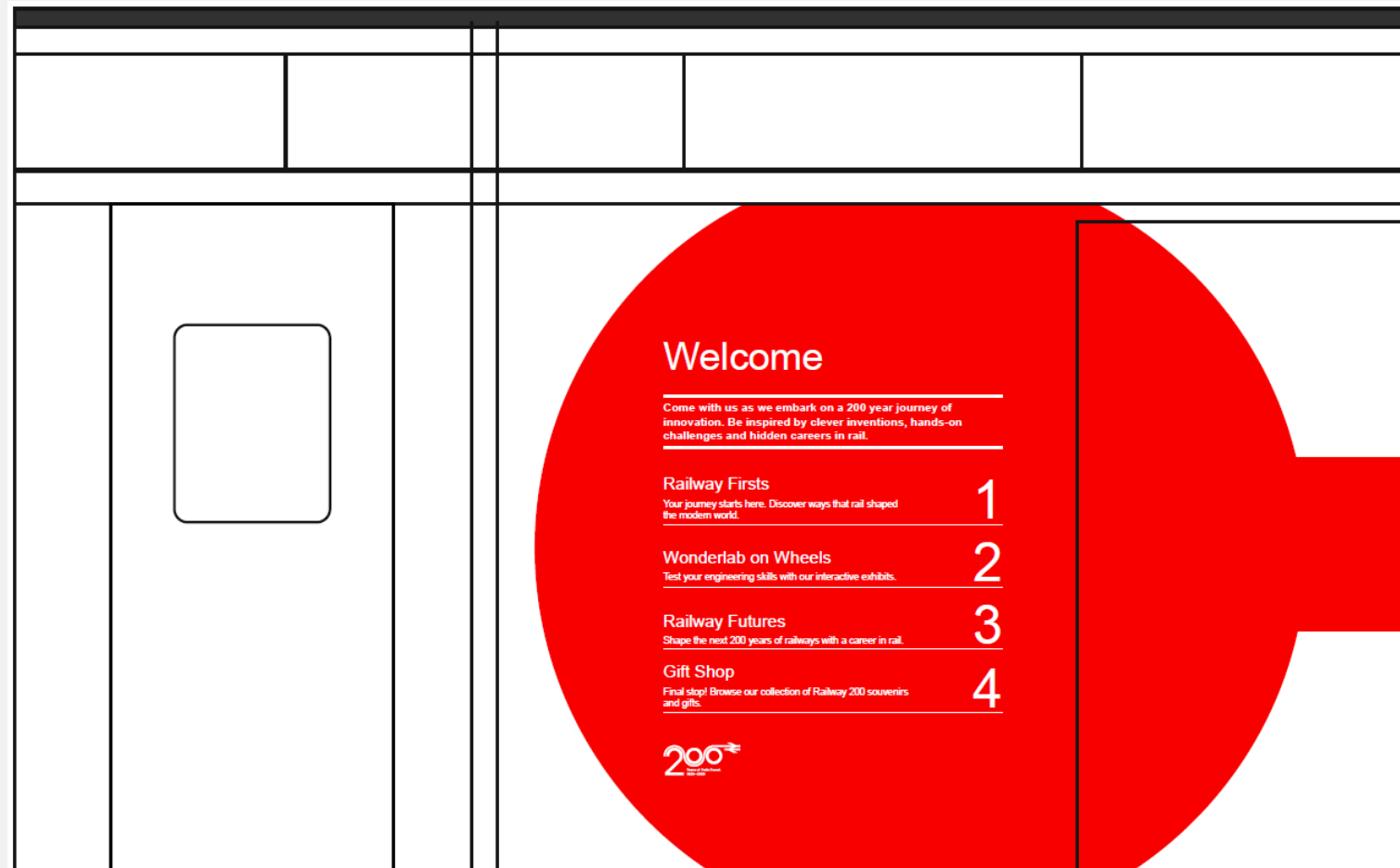
Core Pantones:



PANTONE®
485 C



Railway 200 Exhibition Train



**Railway First Carriage
Concept Designs (not approved –
please don't share)**

Arrival

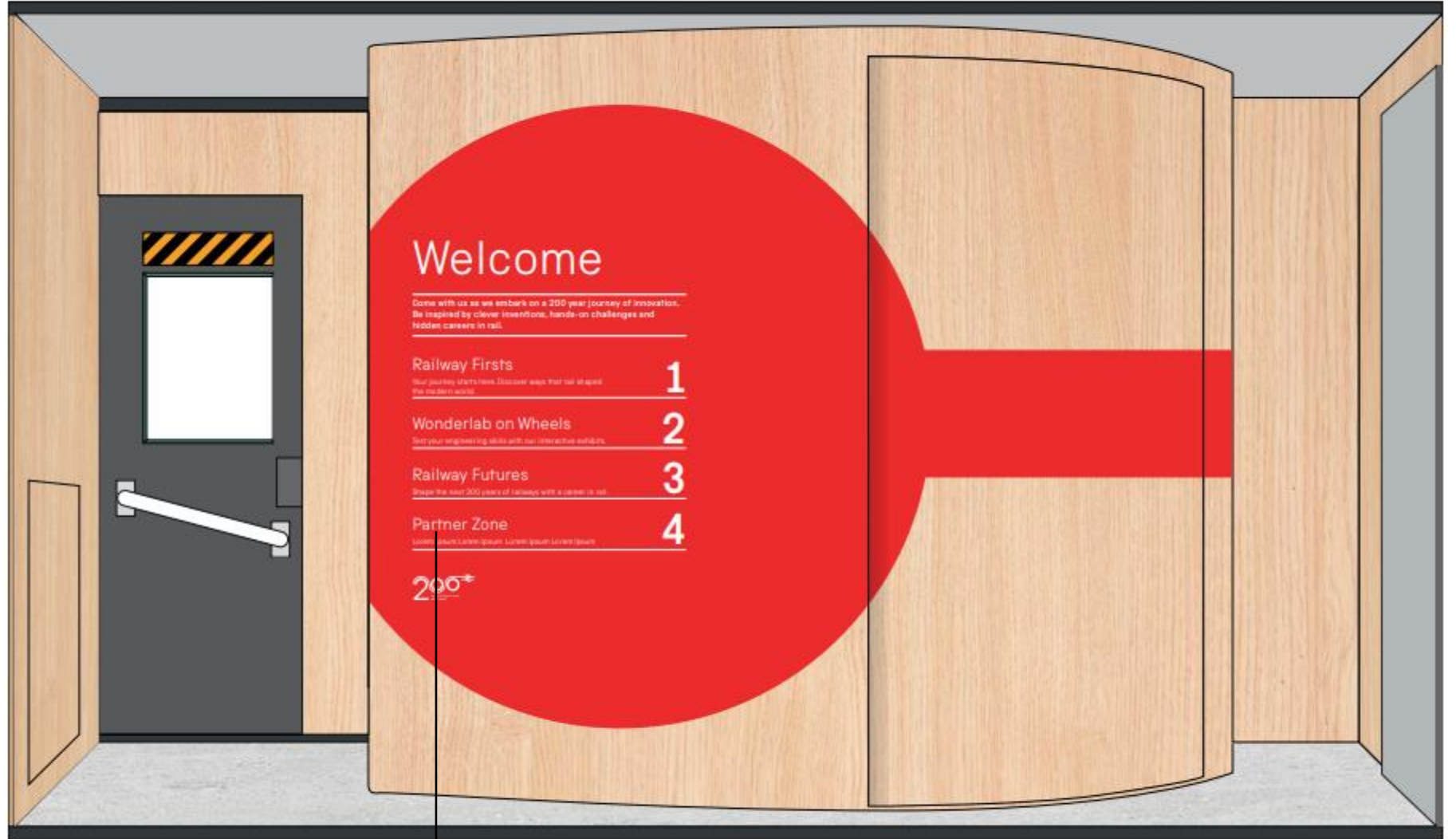
Bulkhead Cubicle Wall

Welcome info and 4 x carriage info starts the clear and informative wayfinding journey.

COPY TBC



Larger red dot version

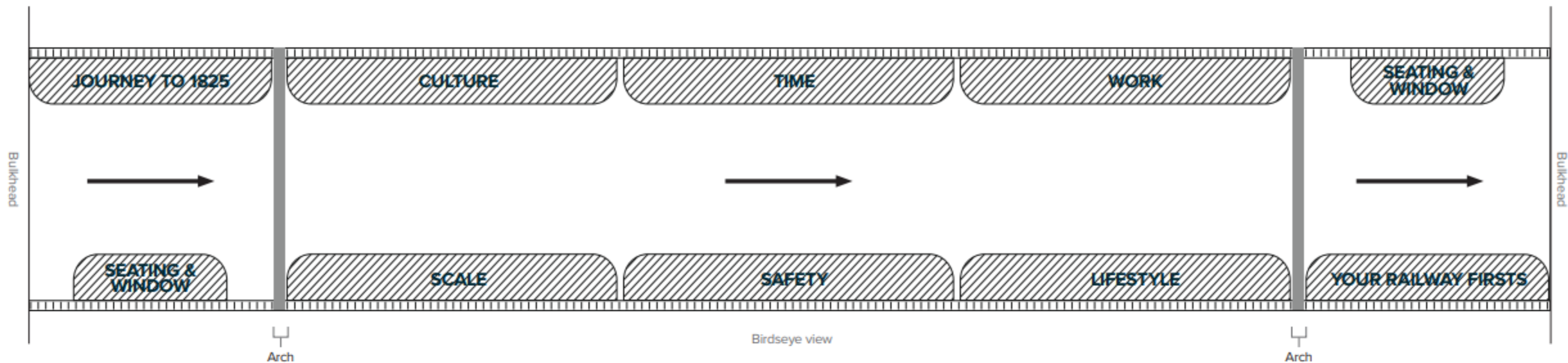


Local activations



Zone layout Proposal

Each end of the carriage is a separate zone



**Rail Futures – careers carriage
Concept Designs (not approved –
please don't share)**

OBJECTIVE

Our main objective with this carriage is to inspire younger generations, we'll do this by bringing to life the various Hidden Roles to ensure the rail service feels exciting and accessible to all

This order is merely adopted to help us tell a narrative throughout the carriage.

The focus will be on the job role itself, but we'll use a narrative of a rail service being built from scratch in order to give examples of how each role contributes to the organisation at large

10 Timetable planner (entry level role) – replaces strategist

1. Strategy

A look at the very initial trackwork planning stage

2. Ecologist

Assessing landscape pre-build to minimise impact on habitats and biodiversity

3. Project Manager

Taking the lead on problem solving and creating plans that span the various teams

4. Engineer

Planning a track route that best suits the community and existing lines

5. Drone pilot

Using thermal scanners to survey tracks and advise on build

6. Coder

Organising train system to ensure a smooth-running service

7. Freight ~~Driver~~ Manager

Transporting products across the country to ensure shelves are stocked

8. Weather Analyst

Looking into how weather could affect the environment around the planned track

★ 9. Railway Teacher

Ensuring safety on and around the tracks at all times

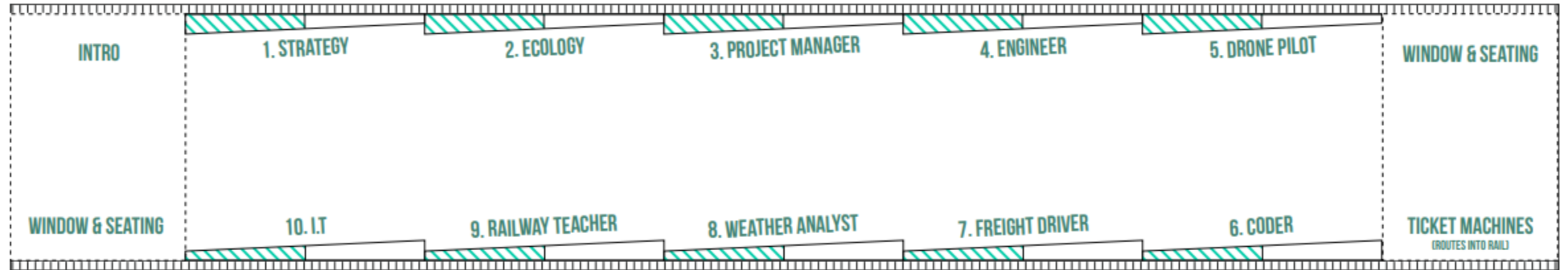
10. IT

Protecting the rail service from cyber attacks and creating apps to aid user journey

Overview

Layout

We'll keep the information against the side of each wall where possible to ensure we allow plenty of space for accessible passage. It also allows us to implement a modular structure that gives us flexibility to chop and change job roles and the order in which they are presented



All sizes are rough approximations for now

Discussion & Q&A

How are your plans shaping up?

Can we include some of your activity in our press release for the 19 September?



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.

How to support the national campaign

Planning an event in 2025?



Put your activities and events on the Railway 200 map

Complete the event form on our website so we can add it to the interactive map

Use our logo



Download the Railway 200 toolkit

Here are some initial resources to help

Download it from www.railway200.co.uk for use across all your channels, events and activities from now and into 2025.

Sign up for our newsletter



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 and follow Railway 200 on [LinkedIn](#).

<https://railway200.co.uk/get-email-updates/>

Intending on running an event?

Expression of Involvement

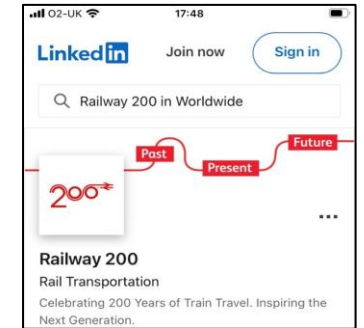
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Name

Email address (Required)

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

Follow us on social media



Encourage colleagues to do the same (LinkedIn and X from 8 July). Like, share and comment on our posts. Post your own news using #railway200.

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

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

Share your Railway 200 **news** with us so we can promote it on our website & social media - email railway200@gbrtt.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 X) and like, share and comment on our posts. Post your own news using **#railway200**

Share any great content with us (see slide 11)

Call to actions:

How to get your organisation involved

How to support the national campaign

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.

The Railway 200 programme team will support stakeholders across the country in delivering interesting activities and events in 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.

The programme team is ready to engage and support you in delivering something really inspiring in 2025.

Get your organisation involved

Champion Railway 200



Get behind Railway 200 and spread the word within the project/organisation.

Take the lead, start planning



Take the lead for your project or organisation and start developing a Railway 200 plan – consider ‘warm up’ this year and delivery next.

Talk about it now



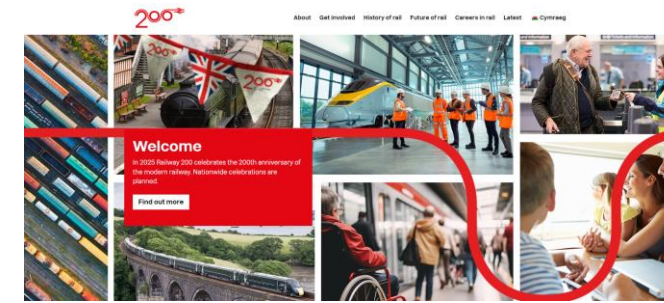
Include a reference to the Railway 200 opportunity in internal and external speeches, presentations, engagement – making people aware and excited, and encouraging them to get involved

Reframe 2025 activity



Let us know of any major delivery milestones in 2025 and whether these can be reframed under the Railway 200 banner and publicised jointly.

Put Railway 200 on your website



Signpost Railway on your company website (external and intranet) and link to ours – we can supply copy and logo.

Get your own plans in place

Use our four themes



Think about how your plans can deliver activity to support our four themes:

1. Celebrating Railway People
2. Heritage, Culture & Tourism
3. Education & Skills
4. Innovation, Tech, Environment

See slide 21 for some ideas.

Host Public open days



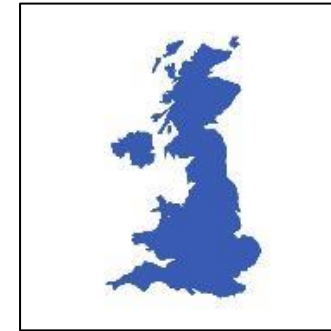
Help us build a calendar of events for the public so they can learn more about the railway in their area. Our website will feature a searchable map.

Celebrating Railway People



We want to celebrate our people. Can we have a 'Railway 200' award in your ceremony or conference? How can you celebrate your people (past, present and future) in 2025?

Make it local



Every region has a railway story. Work with your local networks and partners. Tell your story across internal and external comms activity.

Star using our logo



Download it from www.railway200.co.uk for use across all your channels, events and activities from now and into 2025.

How to support the national campaign

Planning an event in 2025?



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- To find out more and join the history-makers visit www.railway200.co.uk and follow Railway 200 on [LinkedIn](#).

<https://railway200.co.uk/get-email-updates/>

Intending on running an event?

Expression of Involvement

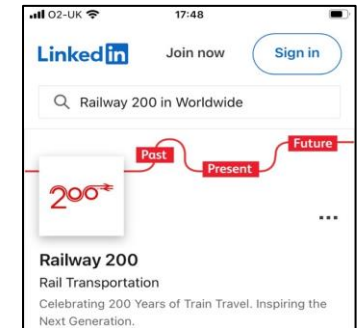
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Name

Email address (Required)

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Follow us on social media



Encourage colleagues to do the same (LinkedIn and X from 8 July). Like, share and comment on our posts. Post your own news using #railway200.

How to support the national campaign

Become a sponsor



Raise your company profile by investing in our corporate packages and sponsorship opportunities. This historic celebration will become part of our country's history so make sure your business is part of the story. Express your interest to mark.elliott@gbrtt.co.uk.

Share your content with us



Supply us with great content (videos, photos, animations etc) – including short clips of a mix of people talking about their jobs, what the railway means to them, advice for recruits etc

Stockton & Darlington Festival



There are big plans in the North East and plenty of opportunities to get involved – we can put you in touch with the festival director at www.sdr200.co.uk.

Railway 200 at Bluebell Railway



Bluebell want to put on a rail past, present and future event in July-August 2025. They need the rail industry's support. Contact jon.beardmore@bluebell-railway.com to find out how to be part of this exciting event.

How to use our four pillars

Use our four pillars to start developing your own plans, it could be as simple as identifying current or future work/events that could enhance the industry programme – starting now....

Culture, Heritage, Tourism

Building local partnerships

Contact your local heritage railway and find out more about their plans and the ways you can support them in 2025 – they're not just about the past, many have great training facilities and are where young people start their career in rail. Some of the larger railways are considering events and need content or assets to showcase the future of rail.

Celebrating Railway People

Awards and case studies

Can we have a 'Railway 200' award in your ceremony or conference? How can we encourage your employees to become Railway 200 champions? Can we use your people for our national comms? How can you celebrate your people during 2025 (internal comms)?

Future, Tech, Environment

What's your role?

We want to make sure Railway 200 is future facing. What part is your business or organisation playing? Are you doing anything innovative in 2025 and can you feed into our future narrative providing case studies?

Education & Skills

Reaching more young people

Can you scale up meaningful interventions in 2025? Can you offer more work experience places or apprenticeships. What activity could you badge/ theme Railway 200? Can we use your people to showcase the wide variety of careers in rail?

Railway 200

The National Campaign – reminder

How it will work

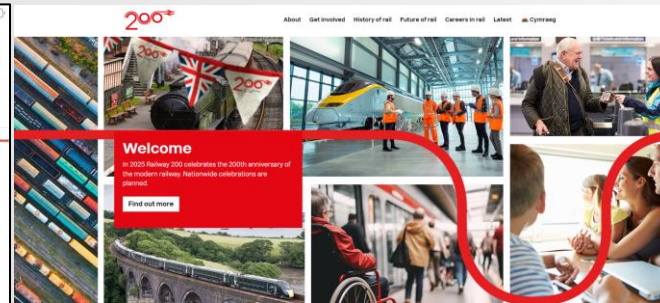
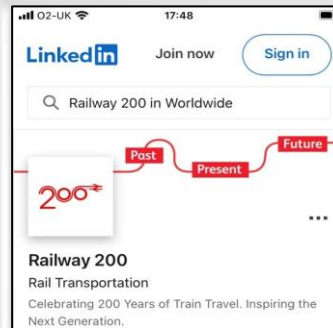
A year-long partnership campaign to celebrate the role of the railway in shaping Britain and the future of rail as a rewarding, innovative and dynamic sector to work in.



The national programme

200TM
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



Thank you

emma.robertson@gbrtt.co.uk

railway200@gbrtt.co.uk

