

# ***Rail Delivery Group***

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**World Cup of Stations 2025 (R200 edition)**  
*Nomination phase toolkit*

*This toolkit supports the nomination phase of this year's World Cup of Stations – Rail Delivery Group's nationwide competition celebrating the most life-changing station of the last 200 years as part of the Railway 200 anniversary.*

*The competition has two phases: a public call for station nominations (1–22 August), followed by a public vote on the final shortlisted stations in October.*

## How you can support during nomination phase

- ✓ Encourage station nominations from within your own network (customers, staff and communities). When the nomination phase opens on August 1, nominations can be submitted through the online web form on the [competition webpage](#). Alternatively they can be emailed directly through to [martin.louey@raildeliverygroup.com](mailto:martin.louey@raildeliverygroup.com)
- ✓ Embed the online nomination form onto your website (see slide 6) during the nomination phase (1-22 August)
- ✓ Use provided assets in this toolkit to draft call-to-action content

Examples of possible nominations are shown at the end of this toolkit.

# Overview of competition format

***World Cup of Stations 2025 theme: “Most life-changing station of the last 200 years”***

## **Nomination phase: 1<sup>st</sup> – 22<sup>nd</sup> August**

- Public and TOCs to nominate stations and rationale for how they have impacted British lives
- A judging panel will then shortlist 20 stations for the final voting week - with one station for each ORR region and one for each TOC to be represented

## **Voting phase: 13<sup>th</sup> – 17<sup>th</sup> October**

- 20 stations compete in the competition
- Voting restriction using unique IP address to prevent duplicate voting, with exceptions for staff / whitelisted locations
- Live voting shown on RDG website, but hidden from 17:00 Weds 15<sup>th</sup> October

## **Winner announced: 20<sup>th</sup> October**

**Call to action:** Has your station played a life-changing role? From historic moments to events that transformed people's lives, share a powerful real-life story and nominate a station that deserves to be remembered and recognised across the country.

- Nominate a station that deserves national recognition as part of this year's World Cup of Stations competition, Railway 200 edition.
- We're looking for compelling, real-life stories – big or small, that show how a station helped change someone's life or shaped a community.
- Nominations are open from 1–22 August. Submit your story and help your local station be shortlisted for the final vote in October.
- This year's competition is the Railway 200 edition, celebrating 200 years since the birth of the modern railway.

**The World Cup of Stations webpage is now live and will be updated as the competition progresses:**

<https://www.raildeliverygroup.com/our-services/campaigns/world-cup-of-stations.html>

#WorldCupofStations / #Railway200



# Lead competition graphic

The graphic is available in the ZIP folder pack and can be used for your digital channels such as your website.



# Nomination phase web form

## Nomination phase open from 1 – 22 August

People will be able to nominate stations using an online web form, which will be hosted on the [RDG's World Cup of Stations webpage](#) during this nomination period.

The form is embeddable as an iframe onto your webpage, with instructions to embed the form in the ZIP folder pack.

### World Cup of Stations 2025

The station being nominated?

Station name

Tell us why this station has been life-changing?

You could include a historical event, personal experience, or how the station made a difference to your community.

Do you have any photos or supporting materials?

ACCEPTED FILES: (JPG JPEG PNG GIF PDF DOC DOCX)

Select file

SELECT

ADD ANOTHER FILE

Please provide your name and email so we can contact you if we need more information about your story.

Full name...

Email address...

SUBMIT NOMINATION

### ***Promotion across all social channels including Instagram, X and LinkedIn is encouraged***

- Competition hashtags to include: #WorldCupofStations and #Railway200
- Social graphics are provided on the next page
- Draft social posts below:

#### **Example Instagram post**

 The World Cup of Stations is back!

We want to hear stories of how stations have touched lives and brought communities together, from historic moments to personal milestones.

💬 Nominate a station by 22 August using the link in bio for a chance to see it shortlisted in the final 20 competing in a public vote this October.

#WorldCupOfStations #Railway200 #R200

#### **Example LinkedIn post**

 The search for Britain's most life-changing station starts now!

Rail Delivery Group's World Cup of Stations is back, and we're calling on you to help find the stories that matter most. From moments of national significance to personal milestones, we're looking for real stories that show how stations have touched lives and communities.

💬 Nominate a station by 22 August using the link below for a chance to see it shortlisted in the final 20 competing in a public vote this October: <https://lnkd.in/ei4GUskw> .

#WorldCupOfStations #Railway200 #R200

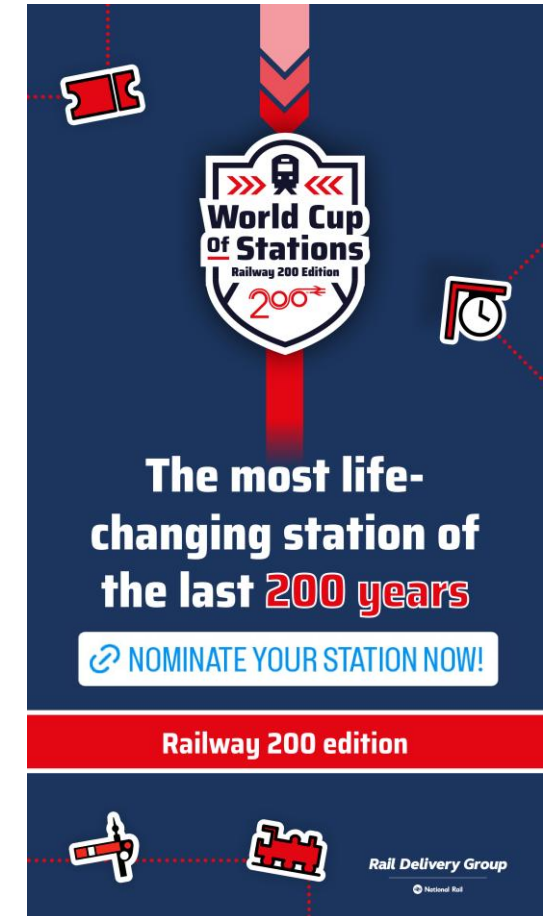
# Social media – graphics for use

The social graphics on the right are also available to use on social media, and available for download in the ZIP folder pack.

Note: To include a button with a link to the nomination page on the Instagram story post (see far right), when posting the image as a story, select 'Stickers', and then 'Add link', where you can then add the [nomination page link](#) and button text (i.e. 'Nominate your station now!').



*Instagram feed and X posts*



*Instagram stories*



# Nomination example - Buxton



Buxton Station is a thriving community hub, transformed by the dedication of the Friends of Buxton Station (FoBS). Founded by Dave Carlisle while recovering from a cycling accident, FoBS has grown into a force for positive change in the town.

The station is more than a travel point; it's a centre for community pride. FoBS has created green spaces like the 'Japanese Garden', protected wildlife such as the rare Bilberry bumblebee, and installed vital amenities including a defibrillator in a restored phone box. During the pandemic, they launched the 'Retail Rail Trail' to support local businesses and ran a writing challenge to boost mental health.

Dave's passion and leadership have driven FoBS to go above and beyond, earning recognition including the Queen's Award for Voluntary Service. Buxton Station shows how community spirit, led by committed individuals like Dave, can transform a station into a place that truly enriches lives and inspires connection.

# Nomination example - Parkeston Quay (Harwich)



Image © Tim Locke / Ephraim Neumeyer blog ([Original image URL](#))

Parkeston Quay train station played a crucial role in the Kindertransport rescue mission of 1938-39, serving as a key transit point for thousands of Jewish children fleeing Nazi persecution. While the majority arrived by ferry at the adjacent quay, the train station was essential in transporting these vulnerable refugees onward to safety across the UK.

After disembarking from ships at Harwich's port, many children passed through Parkeston Quay station to board trains bound for London and other parts of Britain where foster families awaited. The station thus formed a vital link in this humanitarian journey, moving children from a place of danger toward new lives filled with hope.

The human stories connected to Parkeston Quay station reflect courage, compassion, and the power of railway infrastructure to change lives.



# Nomination example - Cromford



Image © BBC News ([Original image URL](#))

Cromford Station holds a unique place in British music and community history, thanks to its connection with the iconic band Oasis. The station's disused platform featured on the cover of Oasis's breakthrough single "Some Might Say" in 1995, making it an enduring symbol of 90s Britpop culture.

Beyond its role as a music landmark, Cromford Station has been lovingly restored by local owners Tim Collis and Ryan Phelps, who transformed the former station building into "The Waiting Room" holiday cottage. This restoration not only preserves the station's Victorian heritage but also creates a living tribute where fans from around the world come to connect with a defining moment in music history.

The station has become a cultural pilgrimage site, inspiring visitors to relive the band's spirit and celebrate a shared sense of identity rooted in place and art. Cromford Station exemplifies how railway heritage can intersect with popular culture, creating a powerful emotional bond that continues to resonate decades later.



For further information, please contact Martin Louey, Strategic Communications Manager at [martin.louey@raildeliverygroup.com](mailto:martin.louey@raildeliverygroup.com)

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