

The Devon & Cornwall Rail Partnership 2014/2015

Richard Burningham - Manager

2014/2015 – an exciting time

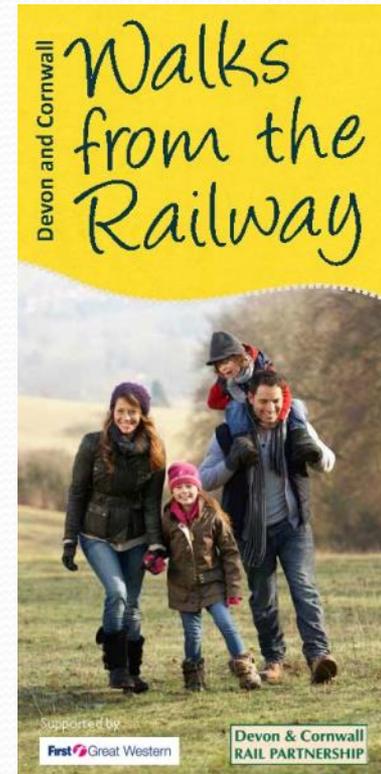
- Big plans from Cornwall Council and Devon County Council
- Peninsula Rail Task Force
- Plymouth & Cornwall resignalling brought forward
- Two new Devon stations opening in the next few months
- Tavistock reopening moving forward
- Direct Award
- Rolling stock cascade news soon (hopefully)
- Journey numbers good and recovered well after Dawlish
- Citizens' Rail powering on – just over a year to go...

Celebrations



Core promotions

- Line guides – Looe, Tamar Valley, Tarka
- Take the Train – Maritime Line, Newquay
- Visit St Ives, Visit Looe – Park & Ride
- Adverts including “For One and All” Cornwall guide (250,000 copies). New Love Looe campaign.
- New for 2014 – Walks from the Railway
 - 100,000 leaflets. 12 walks across the two counties.





Our train

Our station

Our citizens

- EU INTERREG IVB project - focusing on local and regional railways
- Looking at new ways of developing these lines
 - Attracting more passengers
 - Involving the local community in their local railway
 - Improving train services and station facilities
 - New uses for old station buildings
- Our partners
 - locally – Devon, Torbay & First Great Western
 - Lancashire, Pays de la Loire, Parkstad Limburg, Aachen (City, Transport Authority and University)





- Lead Partner
- Responsible for overall project management and for liaison with the EU Joint Technical Secretariat in Lille
- Responsible for project-wide communications
 - Mike Parker-Bray appointed as Communications Officer
 - Mike has built a brilliant website for Citizens' Rail – citizensrail.org
 - Press coverage, leaflets, e-newsletters, conferences, twitter etc
- Leading on the “How to” guide
 - Your help very much needed with this

Citizens' Rail

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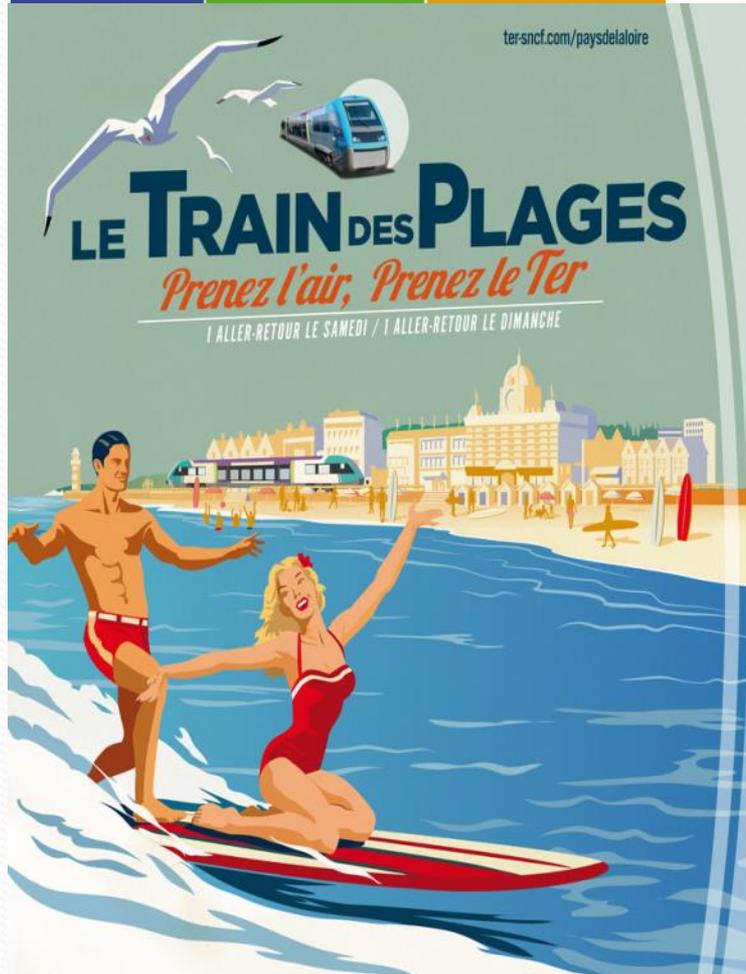


Citizens' Rail

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Citizens' Rail

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● Marketing

- Big local press campaign in the run-up to service launch
- Station leaflets and posters
- Two months of adverts in local newspapers on Dawlish reopening
- Therivieraline.com
- Targeted leaflets this June – Torre/Torquay, Exeter St Thomas and Scenic Days Out by Train – Dawlish & Teignmouth. Household distribution, most by Royal Mail
- Minibeast Trail this Summer
- Large campaign about to begin – to run to December and include the Walks from the Riviera Line leaflet. Further campaign next Spring.

Citizens' Rail

Our train Our station Our citizens



Tamar Valley Line vegetation cutback project

- Rectory Crossing to Sandways Crossing (between Calstock and Gunnislake)
- Before



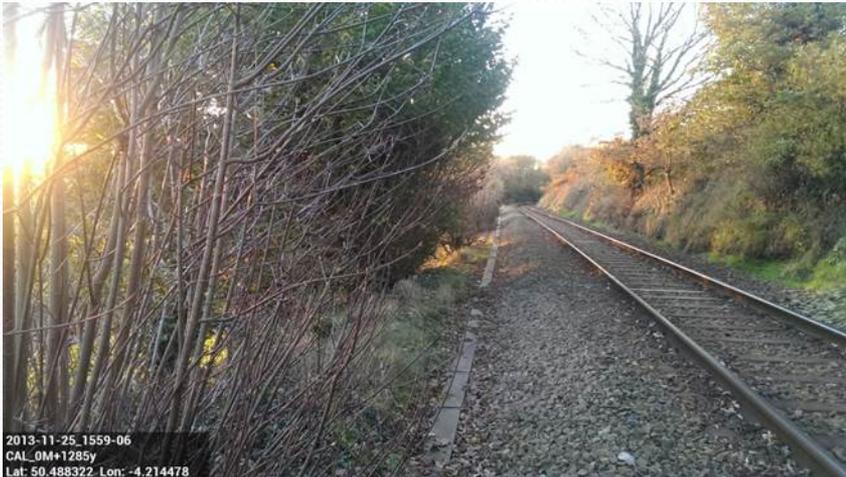
After



Tamar Valley Line vegetation cutback project

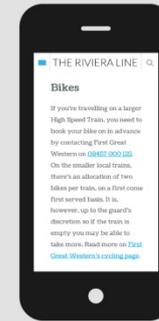
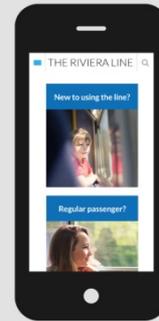
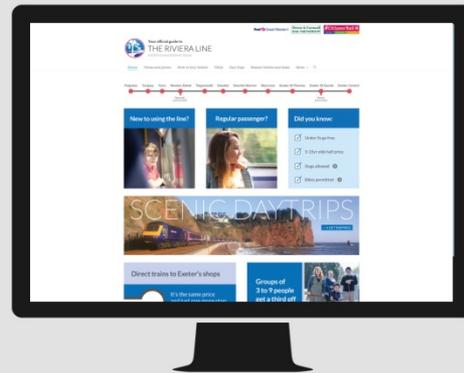
- Bere Alston to Calstock
- Before

After



Partnership websites

The Riviera Line website resizes to suit each device:



Text displays at a comfortable reading size on mobile phones



Partnership websites

- citizensrail.org and therivieraline.com live now
- Greatscenicrailways.com being completely rebuilt
- Will incorporate railaletrail.com & trailsfromthetrack.com and be very focussed on encouraging day trips and tourism visits
- Launch this Autumn. Big marketing campaign to promote the site.
- The three websites have or will have full Google Analytics
- We're active on Twitter (1103 followers!) and Facebook

Line branding & community rail information



National Community Rail Awards – 2 October in Scarborough

- Partnership entries shortlisted in seven categories
 - Tony Day, ALRUG – Outstanding Volunteer
 - St James' Park makeover – Small Projects
 - Best Station Gardens – Transformation at Torquay
 - Innovation in Community Rail – therivieraline.com
 - Best Marketing Campaign – Love Looe
 - Outstanding Teamwork – Rebuilding of Dawlish stn
 - Photo competition – Happy Plymouth student volunteer



2015's awards will be held in Torquay, with our Citizens' Rail "End of Project" Conference the same day.