

Devon & Cornwall RAIL PARTNERSHIP

We work to make the most of Devon & Cornwall's rail network, especially the branch lines, for the benefit of all.

We are a non-profit partnership between local authorities, the railway and the University of Plymouth. We:

- ✔ Promote the branch lines
- ✔ Engage the community
- ✔ Help deliver improvements
- ✔ Support economic growth

OUR IMPACT

165%

Increase in journeys on the branch lines since 2001

360,000

Website visitors / year

60,000

Followers on social media

1,200

School children taken on taster trips in the last 3 years, building their travel confidence

32%

Increase in sales of the Devon & Cornwall Railcard since we helped deliver a digital version and promotion

550,000

Journeys made on the reopened Dartmoor Line in its first two years. We played a major role in its marketing.

500,000

People reached by our rail-bus video series which promotes more than 50 local businesses and attractions



LOOE PIRATE TRAIL

Our pirate treasure hunt attracted more than 300 children to visit Looe by train and explore the town's shops.

REACH 200,000 "It's been wonderful to be part of."
LIKES 800 "It's drawn people in and brought income into the business."
SHARES 150 — Sardine Factory Restaurant, Looe



PAY AS YOU GO TICKETING LAUNCH

We supported Cornwall Council and GWR's launch by making a well-received 'How to' video.

REACH 100,000 "Great idea!"
LIKES 1,600 "About time!"
SHARES 40 "That's a good idea."



REACHING NEW AUDIENCES ON TIKTOK

We use TikTok to promote scenic trips on the branch lines, going viral with a post promoting the Tamar Valley Line that reached 831,000.

REACH 831,000 "Can we go here?"
LIKES 60,000 "Have to do this!"
SAVES 2,800 "Calstock is gorgeous"



MULTI AWARD-WINNING TEAM

Community Rail Awards | National Rail Awards
 National Railway Heritage Awards



AND INTRODUCING: MIDCORNWALLMETRO.COM



WORKING WITH BUSINESSES

Our Rail Ale Trails bring vital income to rural pubs. We promote train trips to local shops, cafes and attractions - encouraging people to support the local economy.



ENGAGING YOUNG PEOPLE

We run a student volunteering programme at stations & introduce young people with additional needs to rail travel to build their confidence and independence.



PROMOTING RURAL TRANSPORT

Our award-winning marketing goes beyond the railway. We run rail-bus campaigns to promote onward bus services to Bude, Padstow, Helston and more.



BOOSTING HEALTH

We help people discover their local countryside, running trips with housing associations and vulnerable groups. We promote dozens of walks from stations.



SUPPORTING VOLUNTEERS

We help people get active and involved in their community. We support groups like the Friends of Penmere Station, pictured here with the Rail Minister.



ENHANCING STATIONS

We help make local stations an attractive gateway to our villages, towns & cities. At Bere Alston we restored the former signal box, now used by the local scouts.