

# 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

**75,000**

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



Watch video



### 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



Watch video



### 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."



Watch video



### 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 then 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.