

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
- ✓ Help deliver improvements
- ✓ Engage the community
- ✓ Support economic growth

OUR IMPACT

20%

increase in journeys on the branch lines since 2023*

300,000

website visitors a year

90,000

followers on social media

690

school children taken on taster trips in the last year, building their travel confidence

£10,000

spent in local pubs each year thanks to our Rail Ale Trails which help sustain rural, town and city pubs

122,650

journeys on the Looe Valley Line in 2025, the **highest ever** thanks to an improved timetable and our marketing campaign

600,000

people reached by our summer 2026 social media videos which promoted rail travel to local towns, visitor attractions, ferry trips and more

Devon
County Council

CORNWALL
COUNCIL
one and all • oen hag all

UNIVERSITY OF
PLYMOUTH

GWR
Great Western
Railway

South Western
Railway

crosscountry

*Calendar year 2025 vs 2023 on our target lines: Gunnislake, Looe, Barnstaple, Okehampton, Newquay, Falmouth and St Ives.



Visit website

SUSTAINABLE TRAVEL TO THE JURASSIC COAST

Through a mini-website, video guides, magazine campaigns and more, we're inspiring visitors to explore by train and onward bus.

REACH 87,300
LIKES 670
SHARES 90

"Such a good video. Inspired me to visit Exmouth and walk the first section of the Jurassic Coast."
— Instagram user



Read more

PROMOTING NEWQUAY'S NEW HOURLY TRAIN SERVICE

Through bus stop ads, door-to-door leaflets, social media and the Mid Cornwall Metro website we've promoted the doubled service.

REACH 90,000
LIKES 4,150
SHARES 100

"Awesome!"
"Excellent!"
"Good news for all!"



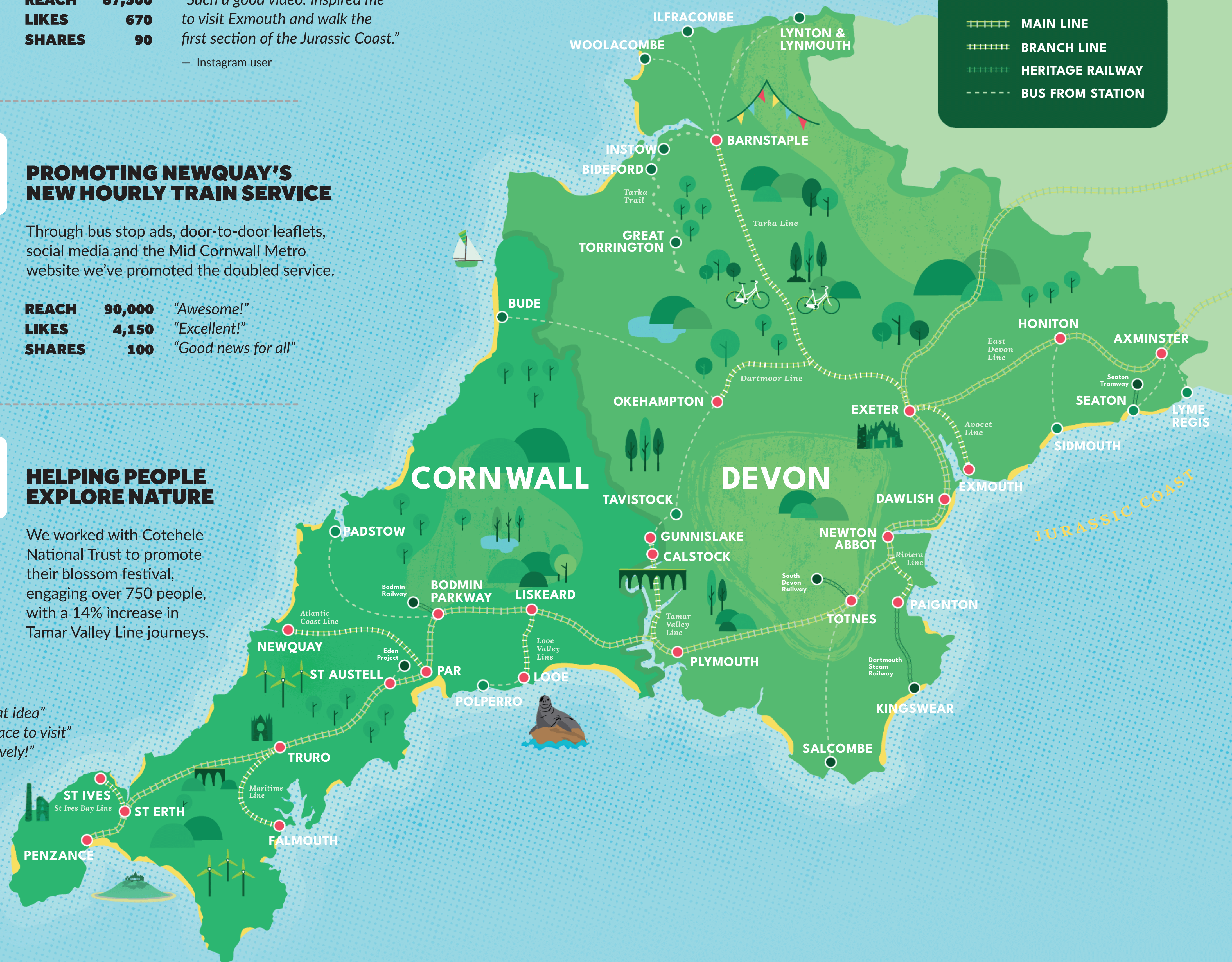
Watch video

HELPING PEOPLE EXPLORE NATURE

We worked with Cotehele National Trust to promote their blossom festival, engaging over 750 people, with a 14% increase in Tamar Valley Line journeys.

REACH 88,000
LIKES 920
SHARES 70

"What a great idea"
"Beautiful place to visit"
"Blooming lovely!"



SUPPORTING THE VISITOR ECONOMY

Our Rail Ale Trails bring vital income to rural pubs. Our wider marketing promotes leisure travel to local destinations, supporting shops, cafes & visitor attractions.



ENGAGING YOUNG PEOPLE

New for 2026, we are joining the award-winning Platform rail education scheme to support more school pupils in Devon to discover their railways.



PROMOTING LOCAL TRANSPORT

Our award-winning marketing promotes rail-bus links, new stations, improved rail services and new products like Pay As You Go in Cornwall.



BOOSTING HEALTH

We run a monthly wellbeing walks programme for students at the University of Plymouth, promoting active travel and tackling isolation and loneliness.



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

At Newquay station we set up a new volunteer group and provided planters. We also worked with school children to create a new piece of station art.

WWW.DCRP.ORG.UK | WWW.GREATSCENICRAILWAYS.COM