



## **Hereward CRP Marketing and Tourism Strategy 2024 – 2027**

### **Draft version for review by the CRP Management Board for Feb 2024 Meeting**

#### **1. Introduction**

The 2<sup>nd</sup> Hereward CRP Marketing and Tourism Strategy completes on 31 March 2024. A new three-year strategy is needed from April 2024 through to March 2027. In Summer 2023 the Hereward CRP Management Board reviewed existing progress and agreed an approach to develop a new strategy. A workshop was held in January 2024 to develop ideas and approaches for the next three years with a view to sign off at the February 2024 Management Board meeting.

High level feedback focused on the existing really good work of the Hereward CRP and how this can be built on in future years. There is a strong view that the CRP has a good brand and that this needs to be built upon, so it is widely recognised.

The additional information in this document forms the strategy and action plan for the next three years as developed through the workshop and Management Board workshops.

#### **2. Vision and Aims**

*To maximise the awareness of the Hereward CRP brand ensuring greater use of the line, its stations and community rail. Such awareness will be set in the context of creating a sustainable railway, developing local partnerships, and working with the community.*

##### Aims

- Promote the existing CRP brand to ensure it is widely recognised across our local communities, stakeholders and businesses and encompasses tourism opportunities.
- Increase railway passenger numbers using the Hereward Line and its stations.
- Maximise the use of existing CRP resources to promote the Hereward Line and its use – including but not limited to drone footage, photography and the Think Travel Tool
- Ensure sustainability along the line to maximise benefits for customers and encourage the use of the station and its facilities. Example sustainability projects could be new facilities at stations e.g. cycle shelters, refreshments customer information and awareness of travel opportunities, bus/rail integration.

#### **3. What are we expecting to achieve during the life of this strategy?**

- Ensure the existing CRP brand is well recognised and well known.
- Maximise the potential of existing CRP resources and information including additional work with train company marketing and communication colleagues
- Increase the use of travel along the Hereward Line and each station.
- Develop an understanding of interchange from each station using ORR station figures.
- Increase local day trip and tourism journeys by railway. This includes journeys along the Hereward Line and beyond.
- A new CRP Officer post to market the Hereward CRP and develop the brand awareness.
- The Hereward CRP to have its own social media accounts that are managed by the new officer post.

- Develop strong partnerships with local businesses and local attractions that could benefit from railway travel.
- Develop CRP projects in partnership with the local community to encourage buy in and raise awareness of the railway locally. Such opportunities will include education and work with uniform organisations
- Refresh the CRP brand guidelines including adding Peterborough and Ely Stations
- Maximise joint working with existing partner organisations including railway industry partners where there are opportunities to promote the brand regionally and nationally.
- Ensure the CRP brand is fully promoted beyond the Line including local communities elsewhere within Fenland District and the Cambridgeshire and Peterborough area. Local examples with Fenland include Wisbech and Chatteris. Further afield could be to destinations such as Stamford, Leicester, Nottingham, Birmingham and Stansted Airport. This should also maximise opportunities beyond the immediate area but specifically regionally and nationally to build on the USPs for the line – direct or one change of train to most parts of England, Scotland, and Wales

#### **4. Key Messages/Audiences/Partnerships**

Key Area	How each area will be covered
USPs	<ul style="list-style-type: none"> <li>• Speed of railway Journeys from the Hereward line compared to other modes of travel</li> <li>• Area “hidden” between two cathedral cities</li> <li>• Direct or only 1 change of train to most parts of England, Scotland and Wales</li> </ul>
Communities	<ul style="list-style-type: none"> <li>• Along the line</li> <li>• Locally with Fenland District, East Cambs District within proximity to Ely and Peterborough</li> <li>• Regionally – destination stations</li> <li>• Nationally – Community Rail Network, Scenic Rail Britain</li> <li>• Build local partnerships especially with business and tourism/event organisations</li> <li>• Visits and Groups to attend our stations including links to education, uniformed organisations, accessibility, and station adoption</li> </ul>
Brand Building	<ul style="list-style-type: none"> <li>• Secure funding or and recruit a CRP Marketing Officer</li> <li>• CRP to have its own social media accounts</li> <li>• Ongoing development and updates to the CRP website</li> <li>• Regional/National partnership work – Destination Stations</li> <li>• Widespread promotion locally, regionally, and nationally of the Hereward Line brand</li> </ul>
Promotion of messages & brand	<ul style="list-style-type: none"> <li>• Update the CRP brand guidelines and include Ely and Peterborough Stations</li> <li>• Develop new CRP strapline to replace Think Train</li> <li>• Review and update existing CRP promotion materials</li> <li>• Develop packs to hold a range of CRP promotional materials</li> <li>• Participate in national campaigns to springboard CRP branding and messages to a wider audience, e.g. Community Rail Week, CR Awards, Days Out by Rail campaign, Railway 200 etc.</li> <li>• Review and ongoing development of video and drone footage – identify gaps and source or produce footage of destinations, events and venues</li> <li>• local venues and information hubs to promote the CRP including holding leaflets and information</li> </ul>

Sustainability	<ul style="list-style-type: none"> <li>• Promotion and ongoing development of the Think Travel tool to include the destination stations and align with the USPs</li> <li>• Opportunities to reach new audiences - Share photography and video footage with partners including CR Network for use in national and regional promotions</li> <li>• Harness opportunities for improved bus and rail integration including Service 33A in March and Peterborough Station/Excel Service and waiting area outside the station</li> <li>• In line with customer feedback – improve facilities at stations e.g. café at March Station</li> </ul>

## **5. Outcomes**

- Greater use of the Hereward Line – increasing passenger numbers along the line and at each station
- The CRP works to establish its brand becoming well known across the communities it serves, for promoting rail travel, assisting passengers and driving sustainable travel goals. The promotion to develop the brand becoming well known includes the CRP logo, social media accounts, local stations and destination stations
- Established and fully working partnerships between the CRP and local/regional partnerships – increasing numbers of projects with event organisers, businesses and tourism destinations
- Projects are established and completed to address the sustainability of the line, its stations and the CRP
- Strong promotion of the Hereward Line USPs that are well recognised by the community and stakeholders
- Demonstrable community involvement in the CRP, the stations and the line – working on active projects with members of the community and community organisations.

## **6. What Success looks like and demonstrating achievements**

<b>Success Measurement Item</b>	<b>How the success will be monitored and evaluated</b>
Increase in Passenger Numbers	<ul style="list-style-type: none"> <li>• Office of Rail and Road (ORR) Station data</li> <li>• GA passenger data</li> <li>• Feedback from local customer surveys</li> <li>• Review of ticket sales and destination data from each station - <a href="https://www.railwaydata.co.uk/odm/gbr/">https://www.railwaydata.co.uk/odm/gbr/</a></li> </ul>
Customer Feedback	<ul style="list-style-type: none"> <li>• Discussions with customers at the stations and in the community including the Meet the Manager Events</li> <li>• Questionnaire survey responses specifically for Manea and March Stations linked to the station improvements</li> <li>• Responses and information/feedback provided by elected representatives</li> </ul>
Increasing the brand awareness – actions to achieve this	<ul style="list-style-type: none"> <li>• Establishing CRP specific social media accounts</li> <li>• Statistics showing the use of the above social media accounts including 300 followers for each account by the end of year 3.</li> <li>• Campaigns and advertising using the above accounts</li> <li>• Appointment of a CRP Marketing Officer</li> <li>• Monitoring the use of the CRP website</li> <li>• Customer feedback (see above)</li> </ul>

Success Measurement Item	How the success will be monitored and evaluated
<p>Increasing the brand awareness – monitoring and awareness of</p>	<p>Brand monitoring and awareness to include:</p> <p><u>Websites and social media</u></p> <ul style="list-style-type: none"> <li>• Website performance - page landing numbers/ website analytics</li> <li>• Social media sites established for Hereward CRP</li> <li>• Social media follower numbers for each site/account</li> <li>• Record the level of content being added to each site</li> </ul> <p><u>Partnerships</u></p> <ul style="list-style-type: none"> <li>• number of organisations the CRP is working with</li> <li>• Number of organisations stocking CRP literature and promotional items – to include details as to what is being provided and how it is promoted</li> <li>• Number of partners reaching out to get involved in projects</li> </ul> <p><u>Questionnaires, Surveys and Market Research</u></p> <ul style="list-style-type: none"> <li>• a simple QR questionnaire</li> <li>• Record relevant views from FDC station surveys following the Manea and March enhancement works</li> <li>• Year 3 – specific CRP brand market research – secure funding for extended market research</li> </ul> <p><u>CRP Stations</u></p> <ul style="list-style-type: none"> <li>• Record details of the Hereward branding at each station</li> <li>• Detail a programme of improvements or additional items to further brand each station</li> <li>• Brand awareness days at each Hereward Station to include surveys and to capture views</li> </ul> <p><u>Contact through websites, social media and visitors/partners</u></p> <ul style="list-style-type: none"> <li>• Number of people asking questions, raising queries and getting in touch with the CRP</li> </ul> <p><i>Can CRN advise if other CRPs record similar information and if so what that information is? This section can then be updated to reflect good practice examples from elsewhere</i></p>
<p>Sustainability</p>	<ul style="list-style-type: none"> <li>• Promotion and ongoing development of the Think Travel Tool</li> <li>• Bus/rail integration opportunities</li> <li>• Widespread promotion of USPs to encourage more railway travel</li> <li>• Improvements at our railway stations</li> <li>• Work with environmental organisations e.g. Bee Friendly Trust,</li> </ul>
<p>Communities</p>	<ul style="list-style-type: none"> <li>• Establish contacts and opportunities for joint working with local uniform organisations</li> <li>• Try the Train Events with community organisations</li> <li>• Develop education approaches such as activity packs and the development of a Hereward Character</li> </ul>
<p>Businesses</p>	<ul style="list-style-type: none"> <li>• Contact and establish relationships with local businesses that could benefit from customers travelling by train – entertainment and venues, holiday accommodation businesses, event organisations</li> </ul>

<b>Success Measurement Item</b>	<b>How the success will be monitored and evaluated</b>
Partnerships	<ul style="list-style-type: none"> <li>• Greater collaboration with existing railway industry partners e.g. EMR Marketing Team, regional work with XC, tourism organisations such as Visit Ely and Visit Peterborough</li> <li>• Greater collaboration at national level with CR Network and Scenic Rail Britain</li> <li>• Sharing resources with partner organisations such as videos and photos to enable the CRP to taking part in a range of wider regional and national campaigns where opportunities arise.</li> </ul>

### Action Plan 2024 – 2027

Action No	Action	Year 1 2024/25	Year 2 2025/26	Year 3 2026/27	Progress	Status (RAG)	Comments/Notes
1	Secure funding for and recruit a CRP Marketing Officer	X	X	X			
2	Develop CRP marketing packs with folders to hold multiple documents	X					GTR walking trails pack is a good example
3	Review and update existing CRP leaflets and promotional material	X					Partnership with FDC Comms
4	CRP promotional campaigns to encourage railway use and develop brand awareness – 2 per year	X	X	X			Partnership with FDC Comms and Railway colleagues and local businesses
5	Review existing CRP video footage – address gaps and produce or secure new footage of events and venues	X	X	X			
6	Establish specific CRP accounts across social media platforms	X					
7	Widespread promotion of the brand through a range of sources and media opportunities with the expressed goal or increase use of the railway	X	X	X			
8	Brand awareness raising days at each Hereward Station	X	X	X			
9	Promote the Think Travel Tool and expand the range of destinations included	X	X	X			Expand destinations in line with wider marketing and USPs for the line
10	Develop partnerships with local businesses to promote and encourage tourism using the railway		X	X			
11	Develop yearly tourism and events calendar to facilitate railway promotion	X	X	X			Assistance from Community Rail Network
12	Broaden the CRP Adopter Newsletter to Adopters and Stakeholders	X	X	X			

Action No	Action	Year 1 2024/25	Year 2 2025/26	Year 3 2026/27	Progress	Status (RAG)	Comments/Notes
13	Secure funding and purchase CRP branded clothing to ensure greater visibility of CRP staff at events	X					
14	Organise visits by community groups, including schools, to Hereward Line Stations	X	X	X			Initially at Peterborough and Ely Stations
15	Organise Try the Train Days in partnership with the local community	X	X	X			
16	Refresh Scenic Rail Britain Website pages	X					Include the use of Blogs on the site
17	Develop an approach for refreshing and keeping posters up to date in all CRP station poster boards. Refresh approach to be ongoing	X	X	X			Relationship to SQR.
18	Produce and publish a new CRP Tourism Leaflet	X					FDC Visit Cambs Fens website to be updated 24/25. Ensure key links
19	Develop new CRP promotion strapline to replace Think Train	X					FDC Comms
20	Procure and deliver brand awareness market research to test the effectiveness of the Hereward CRP brand			X			Requires external funding to complete the research
21	Monitor and evaluate this Strategy to assess its overall effectiveness as per section 6 above	X	X	X			