

A force for good in UK rail for five years

July 3, 2022



Rail Business Daily is five years old today.

What began as an idea to try and help rail organisations and their owners to showcase what they do best, on a platform made for them, has today become a major player in business growth and profile enhancement and a serious force for good in rail – here in the UK and overseas.

The company's pioneering 7am daily newsletter now has 73,000 daily subscribers and railbusinessdaily.com, the home of our stories, is currently on target for a phenomenal 21.5 million website visitors this year.

In the beginning, there was just one team member, Dan Clark, who many will now know at Rail Business Daily as a leading marketing consultant. Today, he is one out of a +40-strong team of industry professionals who assist businesses with their growth plans – linking them with opportunities to get the best advice, marketing, profile and people, as well as finding them work-winning connections in a dedicated business community.

“It was a simple idea at first,” Dan said. “We wanted to create a place where businesses could ‘safely’ tell the world their rail stories, with no strings attached. Our aim has always been to be a force for good in UK

rail, to support those who wanted to win more work and, more generally, to showcase all that is good in the industry. At that time, there wasn't a media outlet in UK rail that covered the business of the railways, nor was there anything that covered those stories on a daily basis. That is where the idea of Rail Business Daily came from.

"Rail Business Daily grew and grew, and today we have a large and fantastic team focusing on growth and profile enhancement across five business divisions: Advisory, Marketing Services, Media, Community and Recruitment.

"I was proud of our ideas five years ago, and words can't sum up how I feel about our achievements since."