

Kent & East Sussex Railway joins 'Love Your Railway' campaign

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The Kent & East Sussex Railway (K&ESR) is joining forces with other heritage railways in a six-week summer campaign to raise awareness of their importance as a tourism destination, educating and telling the story of Britain's railways, whilst also providing local jobs and volunteer community engagement.

Following success in 2021, the second annual 'Love Your Railway' campaign brings together organisations from as far afield as Scotland, Snowdonia, Leighton Buzzard and the Lake District in a nationwide campaign which shines a spotlight on heritage railway organisations, encouraging visitors to support them over the crucial summer period.

'Love Your Railway' runs over the summer holidays from 25th July to 4th September, with weekly themes to help highlight what the railways offer to families and schools, in community partnerships and on topics such as conservation and volunteering.

Throughout the event, the K&ESR will also be encouraging visitors and supporters to get involved and share photos and memories of their visits on social media using #LoveYourRailway.

Announcing the K&ESR's involvement with LOVE YOUR RAILWAY 2022, Simon Marsh, chairman of the K&ESR said: "We are delighted to be involved with this year's Love Your Railway campaign to draw attention to the important role our heritage railways play in education, by keeping our industrial history alive, and in the local economy through tourism.

"Like so many of our sister railways, we rely heavily on volunteers and, as all our visitors continue to attest, it is their enthusiasm and dedication which helps to make our railway such a welcoming and enjoyable place to visit."

Photo credit: Chris Lawson