

# New campaign showcasing hidden gems on Britain's rail network launches

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National awareness campaign unites communities across Britain to highlight green, scenic leisure travel by rail. The eight-week initiative is raising awareness about rail as one of the greenest ways to travel – especially combined with walking, cycling and buses – avoiding traffic jams, parking and pollution, while enabling exploration of lesser-known spots as part of a day out, short break or staycation.

In a move to get Brits back on track, **Scenic Rail Britain**, the tourism division of **Community Rail Network** is today (26 July) launching a national awareness campaign to promote the delights and benefits of 'Days Out by Rail'. The eight-week **Days Out By Rail** initiative is the first in a series of campaigns encouraging people to opt for train travel, where possible.

Days Out by Rail aims to inspire and encourage day-trippers and leisure travellers to jump aboard a train, for exciting, fun, eco-friendly outings. The campaign draws on local insights and ideas from community rail, a grassroots movement spanning Britain, which involves communities and volunteers with their local railways and stations. The campaign will focus on eight themes, inspiring and encouraging leisure travellers to: explore off the beaten track; marvel at spectacular views; enjoy purse-friendly days out; reconnect with family; discover what's on their doorstep; plan days out with friends; explore scenic walking

& cycling routes and enjoy time out just for grown-ups, by train.

Community Rail Network is the national umbrella body for 74 community rail partnerships and 1,000 station friends group working locally to help communities get the most from their railways and benefit from sustainable travel. Their [Scenic Rail Britain](#) site is the go-to reference and planning tool to discover scenic and historic rail journeys in England, Scotland and Wales. It shows how day-trippers and holidaymakers can uncover hidden gems across coastal, country and city destinations using the vast network of Britain's community rail lines.

Most of the lines featured in the campaign are supported by community rail partnerships and station groups working at grassroots level to engage local communities and promote rail as a key part of sustainable, healthy travel. [Community Rail Network](#), the non-profit organisation that operates Scenic Rail Britain, supports, connects and champions those working and volunteering in community rail across Britain.

The campaign aims to:

- Highlight the benefits of travelling by train as a sustainable, inclusive, enjoyable way to travel, taking you through stunning landscapes and into the heart of communities, without adding to traffic and pollution;
- Give people the confidence to travel by train and providing information about routes, itineraries, ticketing and attractions so people can opt for train travel and make onward connections using buses and walking and cycling routes;
- Provide inspiration for planning days out or longer trips by rail, with a focus on showcasing lesser-known railway lines, discovering hidden gems and providing advice on the best time to visit.

Chris Tarrant, adventurer, veteran broadcaster and presenter of Channel 5's Extreme Railway Journeys has applauded the Scenic Rail Britain campaign. From the rail travel aficionado's admission of never having been a trainspotter, it is the chance to visit new places that excite him most about rail travel. His love of traveling by train on home soil began when he swapped extreme railways in far off lands to discover more of Britain by rail in 2017.

He said: "This campaign will hopefully encourage people to take the train more this summer. What's not to like about sitting back and watching the scenery roll by. Britain has some of the most stunning scenery in the world and a rail journey is part of the adventure."

Jools Townsend, chief executive of Community Rail Network, said: "Many people don't realise the scope for seeing Britain's stunning landscapes, pretty villages and historic sites by rail – and making use of our wonderful, often little-known, community rail lines and stations is a great way to do this.

"We're excited to launch our Days Out By Rail campaign with help from community rail partnerships and station volunteers across the country. This campaign is all about drawing on the local knowledge and insights from the community rail movement, and sharing that with families, day-trippers and holidaymakers. We hope to inspire more people to explore our beautiful countryside and fascinating heritage through green and scenic journeys by rail, avoiding the stress and pollution of driving and

parking.”

**Bradt Travel Guides** are also supporting the campaign with a Guidebook Giveaway. Winners can choose between the latest edition of **Britain from the Rails** or **Scotland from the Rails**. Authored by Benedict Le Vey, they are the perfect travel companion for window gazer’s and packed with information for those who love train travel. In addition, an annual Railcard will allow one lucky winner to 12-months of reduced fares to enjoy even more days out by rail.

*Photo credit: Scenic Rail Britain*