



MARKETING PLAN 2006-II: PART II

INTRODUCTION

The Swanage Railway's twin aims are:

- 'To create a heritage railway that recreates a Branch Line railway of the 1950s and '60s, operating a service in Purbeck for the benefit of the local community and visitors to the area'
- 'Working towards connecting the Swanage Railway to the National Network'

Part I of this plan outlined the plans for marketing those train services already operated by the Swanage Railway Company and how these and other services may be developed in the coming years. Part 2 of the plan outlines plans for the commercial areas of the Railway that financially support train operations: Catering and Retail.

In line with the Railway's Strategic Plan these activities are to be undertaken within the context of developing the Railway's Safety culture and its ambience of the Southern Region branch line of the 1950s/ early 1960s.

As part of the Strategic Plan the Marketing Plan takes into account the following objectives:

MARKETING

- Continued development of promotions and profitable special events to maximise revenue during non-peak periods.
- Further development of the Park and Ride facility at Norden.
- Continue to review Disabled access to railway facilities.
- Investigation into the commercial possibilities of services to Furzebrook, Blue Pool and Worgret.

FUNDING THE PLAN

All marketing costs are treated as SRCL revenue costs and will be financed from revenue. Funds for this purpose will be allocated through the annual spending plan and budget process. Funds for capital development will be allocated on the basis of a submitted business case. Sources of such funds include:

- SRCL reserves;
- Grants from SRT;
- Grants from external bodies.

MARKETING THE RAILWAY

In promoting the Railway all marketing material should aim to complement these aims. As such the Railway's corporate style is intended to be sympathetic to its aim of recreating a Branch Line railway of the 1950s and '60s. Clearly the Swanage Railway's corporate image must also incorporate modern media formats. There is a clear 'Swanage Railway' logo for use on all material. This is supplemented by a 'Purbeck Line' logo which is associated with community based services. There are standard formats for General Posters, Handbills, Flyers and Leaflets.

THE RAILWAY'S COMMERCIAL SERVICES, THEIR MARKETING AND DEVELOPMENT

Service	Product	Pricing	Promotion	Development
<p>CATERING – On Train Buffets On train buffets are provided on some services to enhance the passenger experience and raise additional revenue. These buffets are normally staffed by volunteers according to availability. Target operation is Green and Yellow timetable dates with the buffet opening on arrival of the first train at Norden and remaining open until arrival of the last loco hauled service at Norden. At present buffet services are only offered on a small number of evenings during the year.</p>	Hot and cold drinks, snacks and bar facilities. Served in disposable/takeaway packaging.	Prices reflect the fact that passengers have already paid for travel and that the service is takeaway rather than 'at table' service.	<ul style="list-style-type: none"> ■ Mention in general leaflet ■ Website ■ Table menus ■ Posters 	<ul style="list-style-type: none"> ■ Addition of hot snacks to the menu – pie and pint promotion during off-peak periods. ■ It is proposed to expand the use of buffets in evening services – providing the full range of hot snacks outlined for development in the daytime service but also providing special options (e.g. Fish and Chip Evenings) where people can purchase an inclusive ticket in advance and on the evening with food prepared either in the Station Buffet or by outside parties for delivery and serving to passengers on arrival at Swanage. It is anticipated that such a service could run weekly during peak periods. ■ Cream Teas – currently we are able to offer Cream Teas on the move for small parties. With a small amount of investment in the vehicle it should be possible to expand this activity to larger groups, including coach parties. A Business Case will be submitted to the Board for consideration prior to the 2008 season.
<p>CATERING – Option A (Wessex Belle) This operation, started as 'The Swanage Starlight', has grown to be a well respected brand.</p>	This service is operated by a dedicated dining set running as a separate service, hauled by steam traction. Meals are selected in advance. Service is a level slightly lower than silver service and drinks are served to the table.	Fixed price based which must be booked in advance from Reservations Office. Charters are priced on the basis of block sale of a minimum of 42 seats.	<ul style="list-style-type: none"> ■ Mention in general leaflet ■ Website ■ Dining leaflet ■ Posters ■ Tourist guides ■ Newspaper advertising 	Modify operation to reduce rolling stock requirements. Revise format of train so that use within service trains can allow the operation of lunchtime dining services (see below). Restrict capacity to 42 diners to allow for quality service.
<p>CATERING – Option B (Travelling Tavern) Initially operated as a Booze Cruise this service was developed, in 2005, to encourage wider participation of visitors. After the success of the 2005 season attempts to manage demand during 2006 compromised the format and viability of this option and it has seen a drop in custom when running ordinarily but has been popular as a Charter option.</p>	This service is operated by a dedicated dining set running as a service train in the evening timetable, hauled by diesel traction. Meals are selected from a menu on the night and cooked to order or, for Charters, booked in advance. Service is at a lower level than on Wessex Belle services and drinks are purchased from the bar.	Fixed price based on train fare plus food (with 1-, 2- and 3-course options). Charters are priced on the basis of block sale of a minimum of 42 seats – supplementary charge for steam traction.	<ul style="list-style-type: none"> ■ Mention in general leaflet ■ Website ■ Dining leaflet ■ Posters 	Reposition within market to develop as group dining option. Modify operation to reduce rolling stock requirements. Capacity normally up to 60 for Charters.
<p>CATERING – Option C (Dorsetman) Initially operated as a Sunday Lunch service in 2005 practicalities of using the current set whilst also accommodating passengers led to a drastic cutting of dates for 2006. It is hoped that this option can be redeveloped (both for lunch and evening operation).</p>	Similar in operation to the Travelling Tavern - this service is operated by the dedicated dining set running as a service train in the evening timetable, hauled by diesel traction. The menu is based on roast meals and choices can either be made on the day or	Fixed price based on train fare plus food (with 1-, 2- and 3-course options). Full price (3-course) tickets are available in advance from Reservations Office.	<ul style="list-style-type: none"> ■ Mention in general leaflet ■ Website ■ Dining leaflet ■ Posters 	Capacity of up to 42 to allow for ordinary passenger seating in other vehicles within the set.

	when booking in advance. Service is at a lower level than on Wessex Belle services and drinks are purchased from the bar.			
CATERING – Birds Nest			<ul style="list-style-type: none"> ■ Mention in general leaflet ■ Website ■ Posters ■ Signs 	With reduction in size from Easter 2008 certain activities will require review.
CATERING – Norden Nest				
PARK AND RIDE SITE – Norden There is currently little activity that is not related to other area's of SRCL activity. The exception to this is operation of the site for use by BP at times other than when required for SRCL services.				<ul style="list-style-type: none"> ■ Continued development of the Mining Museum as a supplementary attraction. ■ Encouraging an independent party to operate Cycle Hire Facilities from Phase 2 of the site. ■ Encouraging bus operators to call at the site. ■ Developing further travel options by connecting services so that a greater number of destinations can be served (e.g. Link from Swanage Station to Durlston)
RETAIL – Swanage Station Shop			<ul style="list-style-type: none"> ■ Mention in general leaflet ■ Website ■ Product specific leaflet ■ Signs 	

Further opportunities

The Railway supports the development of attractions for the widest possible range of people that are easily accessible from its stations as traffic generators for its core train operating business. At present, and in the near future, this includes:

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| Railway supported projects | Corfe Castle Railway Museum
Purbeck Mineral and Mining Museum Project |
| External attractions | Corfe Castle (National Trust)
Corfe Castle Model Village
Wilts and Dorset Route 150 (2008 season)
Boats operators from Swanage Pier
Durlston Castle Visitor Centre (assuming suitable link from Swanage Station) |

As tourism develops in Purbeck there are likely to be changing needs from visitors. In line with current trends the Railway supports efforts to provide transport options that do not require the use of a car and will look at partnership arrangements with other transport operators at a joint promotion and ticketing level. If opportunities were to present themselves then the Railway would look at developing suitable structures to become involved with other connecting modes of transport – assuming a good business case and low risk to existing activities. In particular the Railway will cooperate with external partners to assist the plans for a community bus proposed in the Worth Matravers Parish Plan and the plans for providing public transport links to Durlston.

PROMOTIONAL PLAN

	Mention in general leaflet	Website	Posters	Flyer	Product specific leaflet	Tourist guides/magazines	Newspaper advertising	Signs					
OTC – Buffets	*	*	*										
OTC – Evening buffets	*	*	*										
OTC – Travelling Tavern	*	*	*		*	*							
OTC – Wessex Belle	*	*	*	*	*	*							
Station Buffets – Birds Nest	*	*	*	*		*		*					
Station Buffets – Norden Nest	*	*	*	*		*		*					
Retail – Swanage Station Shop	*	*	*	*				*					
Park and Ride Site	*	*	*										

DISABLED ACCESS

The Railway has, for many years, welcomed disabled travellers and has level access to all platforms and the ability to convey wheelchairs on all service trains. As work programmes allow the following should be considered to enhance the visitor experience:

- Creating enhanced areas on trains for wheelchair bound passengers;
- Resurfacing paths with hard-wearing and smooth surfaces; and
- Installing amplification at selected Booking Office windows.

Provision of facilities for disabled passengers of all types should be regularly reviewed by staff in the light of experience so that, where possible, other weaknesses can be identified and tackled.