

A photograph of three women sitting at a table in a train carriage, smiling and engaged in conversation. They are positioned next to a large window that looks out onto a city street. The woman in the center is wearing a dark blue top, the woman on the right is wearing a grey patterned top and a necklace, and the woman on the left is partially visible in profile. The train seats are blue.

# Promoting Delegate Travel by Rail

Toolkit for the Meetings, Incentives, Conferences,  
Exhibitions and Events Industry



# Version Control

Version	Date Issued	Description
v1.0	27 August 2024	First publication

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# Introduction

01



## Introducing the *toolkit*

This toolkit was designed with delegates in mind.

Travel to and from a meeting or event is a priority for delegates and a key consideration for organisers.

To support corporates, conference and event organisers, venues, agencies and destination bureaux with relevant information on the National Rail network, this toolkit can be used in everything from conference pitches and proposals to delegate packs.

We understand there are many considerations when choosing delegate travel, so this toolkit sets out the very many benefits of travelling by train and aims to provide you with the compelling messages for specific communications to promote a more sustainable travel option for your meeting or event.

The framework is formed by a communications platform, key messages and proof points. The intention is for you to use this framework to tailor your communications to your audience.

Whether that is in direct communications to delegates or to elevate your pitch for a specific conference or event.

The messaging has been validated with a sample of individuals who represent the key target audiences to ensure it is realistic, compelling and relevant.

We can also provide more specific messaging for National Rail services to/from specific destinations or for specific requirements (e.g. group travel), so please reach out to us if you require further information - [enquiries@raildeliverygroup.com](mailto:enquiries@raildeliverygroup.com).





## National Rail network

With over 2,500 stations nationwide, the National Rail network connects delegates to meetings and event destinations.

With thousands of services each day providing city centre to city centre connections, rail provides a convenient and sustainable option for travel to conferences, exhibitions and events.

Services on the National Rail network are provided by 23 train companies who work together to provide a connected network with a range of ticket options, real time service information and passenger assistance for an entire journey.

See [nationalrail.co.uk](https://nationalrail.co.uk) for more information on journey planning, tickets, fares and booking travel assistance.





# Rail Messaging Framework

02

# Comms framework overview

The following communications framework highlights the key benefits of rail travel for meetings, incentives, conferences, exhibitions and events that you can tailor to best suit the needs of your customers and/or audiences. The key messages can be used as focus themes which are backed up by the proof points. More detail is included in the following pages.

COMMUNICATIONS PLATFORM	Delegate travel is better by rail			
KEY MESSAGES	<p><i>Better for people</i></p> <p><b>Delegates travelling by train arrive in better shape for business</b></p> <p>Travelling by rail can be more restful and refreshing, offering wellness benefits</p>	<p><i>Better for productivity</i></p> <p><b>Delegates can be more productive on trains than other travel modes</b></p> <p>Rail journeys allow delegates to network, work and choose how they spend time on the move</p>	<p><i>Better for sustainability</i></p> <p><b>Delegate travel by rail is more sustainable for the environment, the economy and society</b></p> <p>Rail journeys emit lower emissions and ease congestion</p>	<p><i>Better for convenience</i></p> <p><b>Trains take delegates from and to the heart of business destinations</b></p> <p>Travelling by rail is a convenient, quick and easy way to travel for business</p>
PROOF POINTS	<p>Switch on, switch off</p> <p>Freedom to move &amp; legroom</p> <p>Toilet facilities</p> <p>Refreshments on hand</p> <p>Accessibility assistance</p>	<p>Freedom from restrictions &amp; distractions</p> <p>Break free journeys</p> <p>Wi-Fi connections</p> <p>Power availability</p> <p>Quiet coaches</p> <p>Collaborate on the move</p>	<p>Lower emissions</p> <p>Supports sustainability goals</p> <p>Better informed choice</p> <p>Easing road congestion</p> <p>Supporting socio-economic growth</p> <p>Green Travel Pledge</p>	<p>Central stations</p> <p>Free seat reservation &amp; luggage space</p> <p>Quick, easy boarding</p> <p>Time efficient transfers</p> <p>Flexible ticketing</p> <p>Real time information</p>
CALL TO ACTION	Choose rail for delegate travel, it's better for the business, for people, for convenience and for the planet.			



# Better for *people*

## Delegates travelling by train arrive in better shape for business

*Travelling by rail is more restful  
and refreshing, offering wellness  
benefits*

- Trains provide comfortable seating, to enable delegates to work, sleep, relax, watch, browse or grab refreshments on route - their choice.
- Delegates can choose how to spend their travel time, whether to catch up on emails, tick off items on to do lists, connect with other delegates on social media, plan how their takeaways from the conference are going to be adopted in the workplace, log their expenses or simply check in.
- It's easy to grab a coffee, snack or a meal prior to boarding the train with refreshments available at nearly all popular stations and through on-board services on some routes\*\*
- Assistance at stations is available across the network for those with accessibility requirements. Assistance can be booked in advance to get help navigating the station and support boarding the train via the [Passenger Assist](#) service.

\*Toilets are available on 97% of top stations for business travel and 87% of trains on top business routes per sector (LSE, Long-distance and Regional) in FY 2022-23)

\*\* Refreshments are available at 95% of top stations for business travel per sector (LSE, Long-distance and Regional) in FY 2022-23)

# Better for *productivity*

Delegates can use their time more productively on trains than other travel modes

*Rail journeys enable delegates to choose how they spend time on the move*

- Wi-Fi is available at many rail stations across the most popular routes for delegates who want to connect on their journey.\*
- Train travel sets delegates free to network ahead of an event or get a head start on engagement, rather than having to concentrate on driving or be restricted by queuing at airport security.
- Break-free journeys mean that once on the train, delegates can focus on their priorities until they arrive at their destination, without having interruptions of baggage and security checks.
- Delegates can use their travel time to read their briefing notes, finish their presentation, look at registration details and be prepared for their arrival at the destination
- 8 in 10 trains across top business routes offer 'at seat' power, enabling travellers to charge on the go. \*\*
- For times when contemplation or concentration are important, delegates can opt for a seat in the quiet coaches available on some rail routes.
- Group seating configurations enables work collaboration on the move.

\*Wi-Fi is available at 77% of stations that serve the top 20 business routes per sector (LSE, Long-distance and Regional) in FY 2022-23)

\*\* Based on the top 20 business routes per sector (LSE, Long-distance and Regional) in FY 2022-23)

# Better for *sustainability*

**Delegate travel by rail is more sustainable for the environment, the economy and society**

*Rail journeys require less energy, help reduce emissions and ease congestion*

- Choosing to prioritise travel by rail is a practical way that companies and their employees can help make positive progress towards sustainability commitments and goals. For many companies, reducing the impact of travel is a key part of their ESG goals.
- Venues can align with rail's sustainability credentials.
- Travelling by rail can reduce the carbon emissions associated with a business trip. Rail travel produces nearly 8 times less carbon than flying domestically so choosing the train can make a big difference to making the air cleaner.\*
- Through its Green Travel Pledge (more details on slide 13), the rail industry is providing accurate and trusted carbon emissions data to help businesses and delegates understand the difference they make by choosing the train.
- Options for green travel from main city stations is continuously improving, with increasing access to bikes, scooters and electric taxis. The National Rail [station finder](#) provides access to transport links information from stations.
- Rail benefits the wider socio-economic growth, connecting people and businesses to jobs and opportunities, and goods to markets. The estimated value of indirect benefits to society of the railway is £2.9bn\*\*

\*Domestic flight - 0.273 kg CO<sub>2</sub>e per passenger km. Average train journey - 0.035 kg CO<sub>2</sub>e per passenger km. Flying emits 7.7 times more CO<sub>2</sub>e than train on average.  
\*\* More than a journey report 2021 - pre-pandemic the estimated value of indirect benefits to households was £2.9bn per year and £1.2bn to small and medium enterprises\*\*

# Better for *convenience*

**Trains take delegates from and to the heart of business destinations**

*Travelling by rail is a convenient, quick and easy way to travel for business*

- Arriving at venues and in the heart of business districts avoids time-consuming and costly transfers.
- Reservable seats can be booked across the most popular business routes - at no extra cost.\*
- Trains offer quick and easy boarding with free luggage space, so delegates can simply grab their bags and go on arrival.
- Flexible ticket options and frequent services help delegates adapt to changes in their schedules when opting for 'Anytime' tickets.
- 'Off-Peak' tickets are usually cheaper generally starting from 9:30am in cities and large towns and support flexible working hours. \*\*
- Real time service information can be accessed throughout the journey and those who booked tickets online get advance notifications if their booked train has changed, so they can amend their journey plans.
- The rail industry is committed to delivering better and simpler information to everyone via a programme which aims to provide customers with all the information they require.
- Specialist B2B teams are available via most train operators and Travel Management Companies (TMCs) to tailor rail travel to delegate needs, whether individual or groups.

\*Based on availability of seat reservation data cross top 20 business routes per sector (LSE, Long-distance and Regional) in FY 2022-23

\*\* More info on Off-Peak validity [here](#)





## Green Travel Pledge

Green Travel Pledge is the rail industry's commitment to provide detailed, accurate and reliable data on the carbon emissions of rail journeys, creating a recognised industry benchmark for carbon emissions, so that:

- The sustainability benefits of travelling by train become clearer and even more compelling
- Delegates are empowered to make more informed choices
- The events and business travel sector can make data on rail journey emissions easier to access and use at the point of sale
- Businesses can accurately measure the emissions of their rail travel to track their progress against sustainability goals

As part of our commitment, the rail industry has developed a new tool which will provide comprehensive data on the carbon emissions of rail journeys at the point of sale.

This tool will allow businesses and delegates the ability to easily demonstrate the green credentials of switching to rail for delegate travel from less environmentally-friendly alternatives such as car and plane travel.

The tool was first launched in summer 2023, showing emissions of a journey from London King's Cross to Edinburgh Waverley. The use of granular data shows that this particular journey emits 12.5kgCO<sub>2</sub>e of carbon emissions per passenger by train compared with 165.1kgCO<sub>2</sub>e by plane and 136.4kgCO<sub>2</sub>e by car.

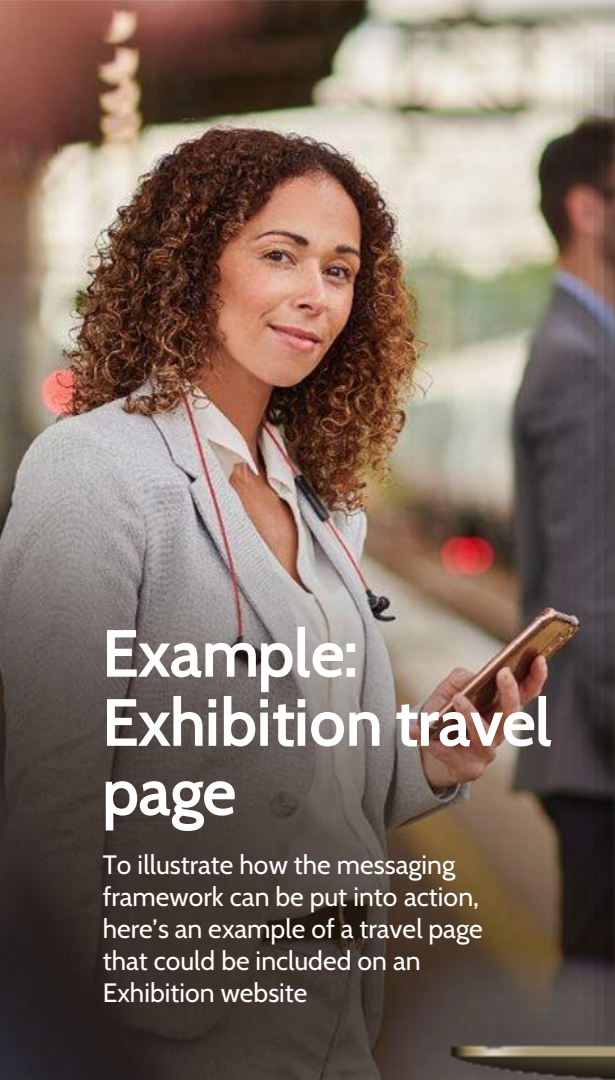
The tool continues to be developed. Visit [the Green Travel Pledge website](#) for the latest updates.



## Practical applications of the framework

03





## Example: Exhibition travel page

To illustrate how the messaging framework can be put into action, here's an example of a travel page that could be included on an Exhibition website



## World Tour

NEWSLETTER

SIGN IN

### Travel to our World Tour Exhibition in Birmingham

When choosing the best way to travel to the World Tour Exhibition in Birmingham, there's one way that offers more benefits than the rest – and that's by train. With a combination of efficiency, comfort and ease it's clear that travel is measurably better by rail.

Birmingham is well connected to the rest of Britain by frequent rail services including half hourly services from London, Manchester, Newcastle, Leeds and Liverpool.

#### Better for productivity

When you travel by train you experience a different kind of business travel. It frees you up to concentrate on your work instead of dealing with the hassles of driving or being restricted by flight security and safety procedures.

To ensure uninterrupted productivity, many rail carriages are equipped with 'at seat' power outlets, minimising the risk of work devices running out of charge. And, for those moments when you need to focus, there are dedicated quiet coaches available on numerous train routes.

Rail travel also offers the flexibility of group seating configurations, enabling meetings and collaborative work to take place while on the move. Whether you need to brainstorm ideas, discuss plans or simply work together, trains provide a conducive environment for business collaboration.

#### Better for people

When you arrive, you will arrive in better shape by rail. With comfortable environments suited to your needs, you have the freedom to work or relax. Spacious seats and no seat belt restrictions let you enjoy ample legroom and move around the carriage without any hassle.

Whether doing a final walk through of a presentation, clearing down emails, catching up on a box set, reading notes, listening to a podcast or ticking off your "to do list" - trains can provide the opportunities for you to choose how you use your time, effectively.

When it comes to refreshments, it's easy. Just grab a snack or drink before boarding, alternatively many city-to-city routes offer onboard services to keep you fuelled throughout your journey.

See Appendix for the full template article



## Example: Conference pitch

This example of a travel page in a conference pitch draws on selected elements of the framework and highlights how travel by rail really delivers to delegate needs and ESG business culture.

### Travel to the Birmingham Conference Centre

With three rail stations in central Birmingham, conference delegates will find travelling by rail a convenient and quick way to travel with connections across Great Britain.

We understand attendance at a conference is a significant investment for any delegate, so maximising productivity during the journey is key. Rail offers the conference attendees the ability to work on the move - a two-hour journey can become valuable time to focus on preparing for an upcoming meeting or clearing an inbox.

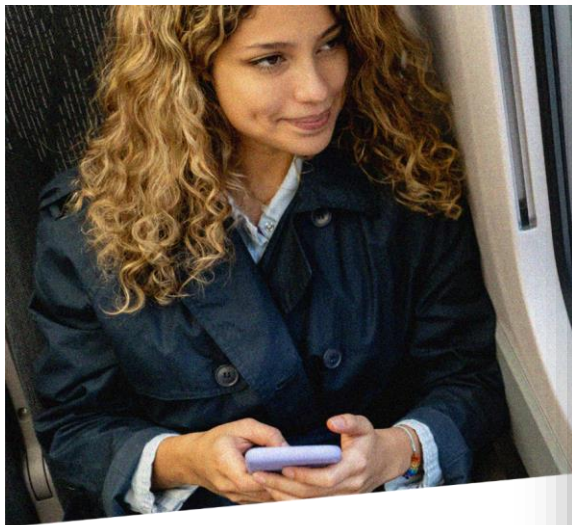
If travelling with colleagues, it's an opportunity to collaborate without being interrupted by the distractions of the office. Time spent travelling doesn't need to be wasted - rail travel means that delegates can stay connected while on the move.

Secondly, we recognise that for many businesses reducing the impact of travel is a key part of their ESG goals. Travelling by train is one-way businesses can make positive progress towards sustainability commitments and goals as rail travel produces nearly 8 times less carbon than flying domestically and nearly 5 times less carbon emissions into the air than an average car journey.

#### Example National Rail services to Birmingham:

	Fastest Travel Time	Services per day
London	1 hour 16 mins	18
Manchester	1 hour 30 mins	30
Leeds	1 hour 55 mins	24
Bristol	1 hour 20 mins	24





## Example: Conference organiser blog

This is an example of a blog that a conference organiser might publish to communicate that employee wellbeing is at the heart of their conference planning



## Annual Conference

NEWSLETTER

SIGN IN

It's that time of year again when we are planning the next Annual Company Conference.

We appreciate the conference is a big investment of your time and as such we want you to arrive in the best possible shape. So, this year we'll be choosing the venue based on connectivity by rail.

We'll be encouraging everyone to travel by train to the event, so you'll have the freedom to work or relax. Spacious seats and no seat belt restrictions let you enjoy ample legroom and move around the carriage without any hassle.

Whether you want to clear down emails, catch up on a box set, read meeting notes, listening to a podcast or ticking off your "to do list" – travelling by train means you can choose how you use your time, effectively.

The added benefit is that prioritizing rail is a practical way that we can make positive progress towards our sustainability commitments and goals.

Please complete the following form to confirm where you will be travelling from, and we'll use this to inform our venue choice.



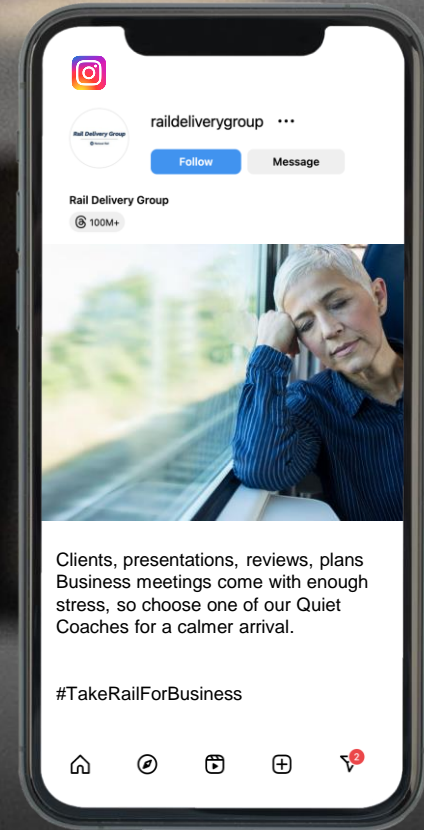
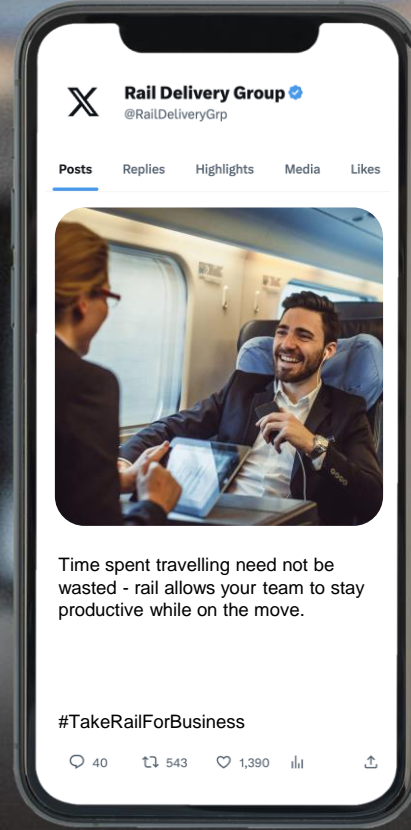
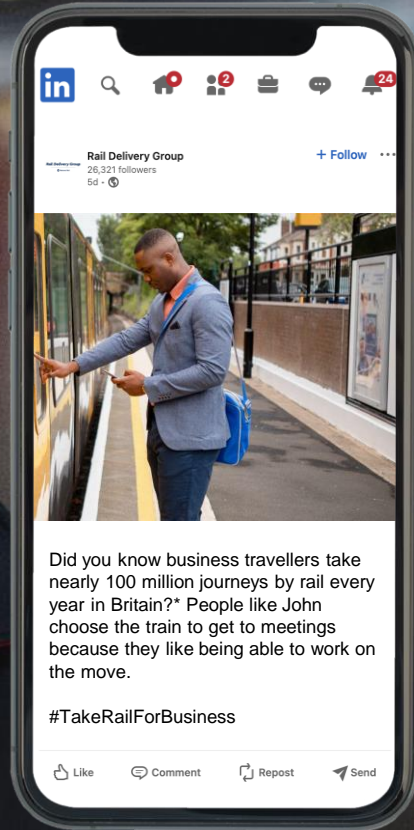
## Example: Social posts

Audience

Online Booking Tools, Travel  
Management Companies

Business Travel Decision Makers

Business travellers, SME self-bookers



# Appendix 1 – Web page

## Making travel measurably better

### Can you make your business travel better?

When choosing the best way to travel for businesses, there's one way that offers more benefits than the rest – and that's by train. With a combination of efficiency, comfort and ease it's clear that business travel is measurably better by rail.

### Better for productivity

When you travel by train you experience a different kind of business travel. It frees you up to concentrate on your work instead of dealing with the hassles of driving or being restricted by flight security and safety procedures.

To ensure uninterrupted productivity, many rail carriages are equipped with 'at seat' power outlets, minimising the risk of work devices running out of charge. And, for those moments when you need to focus, there are dedicated quiet coaches available on numerous train routes.

Rail travel also offers the flexibility of group seating configurations, enabling meetings and collaborative work to take place while on the move. Whether you need to brainstorm ideas, discuss plans or simply work together, trains provide a conducive environment for business collaboration.

### Better for people

When you arrive, you will arrive in better shape by rail. With comfortable environments suited to your needs, you have the freedom to work or relax. Spacious seats and no seat belt restrictions let you enjoy ample legroom and move around the carriage without any hassle.

When it comes to refreshments, it's easy. Just grab a snack or drink before boarding. Or, many city-to-city routes offer onboard services to keep you fuelled throughout your journey.

You won't have to search for restrooms along the way either. Majority of trains have onboard toilet facilities, ensuring a comfortable trip from start to finish. And, accessibility support is available at stations and onboard, ensuring a smooth experience for travellers who may need assistance.

### Better for convenience

City-to-city rail services offer flexibility and an array of options to suit your needs. You can also book train seats in advance, at no additional cost. This ensures you can secure your spot onboard.

Boarding is quick, easy, and accessible. With free luggage space available, you can simply grab your bags and hop on. The best bit? Trains take you straight into the heart of business hubs, eliminating time-consuming and costly transfers. It's seamless, so it saves you valuable time.

97% of trains run on time. However, if your service is delayed which could result in you being late, business travellers need to be kept informed, on route and at a touch of a button. The rail industry is committed to delivering better and simpler customer information to everyone via [initiatives](#) which aim to provide business travellers with all the information they require.

### Better for sustainability

Rail journeys are becoming increasingly energy-efficient, thanks to modernisation and electrification efforts. An average train journey emits nearly 8 times less carbon than flying domestically so choosing the train can make a big difference to making the air cleaner.

The rail industry is fully committed to sustainability through its Green Travel Pledge. It will provide accurate carbon emissions data, empowering travellers to understand the positive impact of choosing trains. It's all about empowering you with the information you need to make informed choices and contribute to a greener future.

The rail sector is also improving green connections at destinations, including public transport links and access to electric taxis, ride-sharing, bikes, and scooters. By choosing rail for eco-friendly travel, you can make a real difference in reducing carbon emissions.

In addition, rail is a force of good contributing towards socio-economic growth connecting people and businesses to jobs and opportunities, and goods to markets.

There are plenty of reasons to travel by train and if you want to maximise the benefits of business travel, make rail your first choice.

# Appendix 2 – Conference pitch

## Delegate travel is better by rail

With three rail stations in central Birmingham, conference delegates will find travelling by rail a convenient, quick and easy way to travel with connections across Great Britain.

We understand attendance at a conference is a significant investment for any delegate, so maximising productivity during the journey is key. Rail offers the conference attendees the ability to work on the move - a two-hour journey can become valuable time to focus on preparing for an upcoming meeting or clearing an inbox.

If travelling with colleagues, it's an opportunity to collaborate without being interrupted by the distractions of the office. Time spent travelling doesn't need to be wasted - rail travel means that businesses can stay connected while on the move.

Secondly, we recognise that for many businesses reducing the impact of travel is a key part of their ESG goals. Travelling by train is one way businesses can make positive progress towards sustainability commitments and goals as rail travel produces nearly 8 times less carbon than flying domestically and nearly 5 times less carbon emissions into the air than an average car journey.

Delegate travel by rail is better for business, better for productivity and better for sustainability.



A man with short dark hair, wearing a blue suit, white shirt, and light blue tie, is seated on a train. He is looking down at a smartphone in his hands. The train interior features blue patterned seats and large windows showing a blurred cityscape outside. The text "Developed by Rail Delivery Group Great British Rail Transition Team" is overlaid on the left side of the image.

Developed by  
**Rail Delivery Group**  
**Great British Rail Transition Team**

For information and questions please contact: [marketing@raildeliverygroup.com](mailto:marketing@raildeliverygroup.com)

