

## Update No. 42

Juni 2021

### 1. News from the president/board.

#### 1.1. THE AGM 2021

The AGM 2021, will held in Brussels June 19<sup>th</sup> 2021 in the Van der Valk Hotel on the Airport Zaventem, for the first time in full form conform the revised constitution. This revision took place during the special general meeting with the members of FEDECRAIL just before the COVID-19 outbreak, on January 11<sup>th</sup> 2020 in Leuven (Belgium). This was the first step to answer the wish expressed by the members during the Jubilee AGM in Wernigerode in 2019, to become a more member orientated organization.

This 2021 AGM will be held in a hybrid form. Physically attending in Brussels is possible, but the Covid restrictions are unknown for traveling to and from Brussels/Zaventem. So there will be a possibility for web-connection, as our secretary has informed all our members. Every member who wants to join via the web should tell this via [wijnnobel@fedecrail.org](mailto:wijnnobel@fedecrail.org) and our secretary will send you an invitation link in return.

#### 1.2. RENEWING IN DETAILS.

The greater change was the maximizing of the amount of terms of board membership into 4 terms of 3 years, in combination with the need of be being proposed by one of the members if one wanted to be elected for a second, third or fourth term after completing the earlier term of three years. In the former situation, the council told the members what member(s) should be re-elected (if the council member wanted to be) and the AGM followed that proposal by the board in general.

So this year the board wrote a paper about the new procedure, to ask the members to forward proposals of candidates to become a board member for the coming three years. This paper included also an explication what tasks the members of the board will have to fulfil, so that the members of FEDECRAIL this knowledge can use in making the eventual proposal. This maximizing of terms and the full rights of proposing on the table of the FEDECRAIL members, helps to fulfil the absolute needed refreshing of board in the future.

#### 1.3. GREAT CHANGES IN THE BOARD.

The AGM 2020 held in Rotterdam (The Netherlands) on September 5<sup>th</sup> 2020 had a minimal form because of the COVID-19 restrictions, just to fulfil the needs of the Belgian legislation. That meant that we didn't elect new board-members nor did board members stepped down. For 2021 this means that four board members will step down, of which Heimo Echensperger, Peter Ovenstone and Jonas Svartlok will not eligible for a next term. Your president, will step down after his first term, but is proposed by the Dutch FEDECRAIL umbrella member HRN for a second term. Also the following three new candidates are also proposed: Mimmi Mickelsen (proposed by our Swedish Umbrella members MRO/JHRF), Frederic Riehl (proposed by our Swiss member Museum railway Blonay- Chamby) and Gottfried Aldrian (proposed by our Austrian member umbrella organization ÖMT).

In the first two weeks after the AGM and the election of the new board members, the board in new configuration will discuss and decide what posts and responsibilities will be taken by whom. This draft formation will be put forward by e-mail to the voting members with the question if they agree or oppose the proposal made by the board. In the last case the board has to make a new proposal.

## **2. Application of New members.**

During the AGM of June 19 2021, seven new members will present themselves for application as voting members. One is from Spain, five candidates are from Great Britain and one is originating from the Republic of Belarus. These are the organizations :

Ferrocarril de Soller,

Seaton Tramway,

Scottish Railway Preservation Society,

Sittingbourne & Kemsley Light railway,

UKTram,

Ravenglass & Eskdale Rialway,

Belarus Narrow Gauge Railway Foundation

## **3. Budget 2021 and membership fees in relation with the pre-covid (2019) period and a first glimpse of the future.**

The budget for this year that will be presented to the members in the AGM, is the second COVID-19 related budget. The influence of the Corona Pandemic from March 2020 on had as a direct result a minimalizing of the costs. Physical meetings in general became absent and even much more frequent meetings became possible without (extra) cost by using modern web technics. That resulted for the members in a ca. 50 % reduction of their membership fee for the year 2020. For 2021 the budget foresees continuation of this level of the Membership fees.

To give some illustration of the COVID influence. Over 2019 the last full pre/Covid year the costs were roughly spoken € 54.000 with a financial the result -/- € 17.000 and the membership fee of around € 39.000. In 2020 with most of the costs minimalized form March on, saw the costs coming down roughly to € 20.000 with a financial result of just under € 1.000 and a membership fee income of almost € 20.000. The budget for 2021 was for the first time discussed in November 2020. At that moment the board decided for 2021 to present a budget to the AGM with membership fee more or less the same lever per member as 2020, but in total lowering with € 5.000 to some € 15.000 because of the resignation of HRA. We foresaw a small rise of costs, because the COVID situation gave some signals of improvement at that time. So with no other income as the membership fees and the possibilities of some growing costs



in the direction of € 26.500 we present a to be expected negative financial result of € 11.450, to be taken from our reserves (some € 73.000 per 31.12.2020).

Looking at the reality in the first half year of 2021, we think that the financial result will be better than we could foresee at the moment of producing the 2021 budget, in which we have tried to validate costs and income in the light of that moment and the expectations for the coming year.

Anticipating for a longer period, let's say a first glimpse of the future, to be developed together with the members, it would be interesting to look into membership fees and organizational costs made to measure. In more frequent consultations with the members planned for the coming years this would be an important issue to discuss so that it will become one of the leading elements in the strategic plan for the period from 2023 on.

#### **4. Improvement structure relationship between the members/adherents and FEDECRAIL.**

In May 2021 we invited all boards of the national umbrella members of FEDECRAIL to join the board of FEDECRAIL for a first orientated meeting about mutual needs and expectations for the coming years. The first of these meetings will be on June 1<sup>st</sup> with our Dutch and on June 2<sup>nd</sup> with our Danish umbrella members. In the weeks following we hope to meet all the other umbrella members as a start to reform FEDECRAIL into a platform for mutual activities on European level.

To be successful in those activities we should strengthen and use our forces with all the quality, knowledge and relation networks that are within FEDECRAIL and all her members.

This improvement of this structure will be based on web-meetings, so that we can achieve a maximum result with the lowest financial costs (no traveling costs) and lowest level of using working time (no travel time etc). It will make it possible to meet more often.

It makes it also more often possible for the meeting of members in working groups. In the last two months we saw special working group meetings for the Tramway group (about marketing communication) and the Heritage Operation Group, to discuss about progress made in the ERA environment and where these European developments will ask special attention.

#### **5. Developments as omen for the long term future.**

##### **5.1.HOG + (non mainline members)**

At this moment we are working to get more members active involved in the EU orientated activities for FEDECRAIL and her members in the role of representative body in the ERA (The European Union Agency for Railways) . Legal and technical knowledge for subjects, also in the broader perspective of the implementation of the 4<sup>th</sup> European railway Package, are needed. We hope that we can bring the direct responsibility inside the board of FEDECRAIL in new formation after the election during the AGM. All people who want to become more active in HOG can send an E-mail to [info@FEDECRAIL.org](mailto:info@FEDECRAIL.org) .

From several members the wish to re-instate our former working group for non-mainline-members, that merged with the mainline working group into the HOG some 15 years ago.



The actual chairman of HOG, Steve Wood advised to make a new working group for the non-mainline heritage rail activities. So we are looking for people who want to strengthen the FEDECRAIL team to start and maintain this renewed activity. Interested send an E-mail to [Info@FEDECRAIL.org](mailto:Info@FEDECRAIL.org).

#### 5.2. New communication policy.

At this moment there is a new project group, to formulate and develop a renewed communication strategy for FEDECRAIL. The project group is led by board member Pierluigi Scozzato and team member Jenny Nunn. If you think that you want to become a part of this project group, send an e-mail to [nunn@FEDECRAIL.org](mailto:nunn@FEDECRAIL.org).

#### 6. What support for after COVID-19 ?

Since COVID has been nominated as Pandemic there has been questions in what way the heritage rail sector can recover from the many and complicated difficulties. It is also complicated to give a uniform answer, because of the great diversity of the situation in the European countries as well as how COVID-19 was threatening as well as what help programs were developed to support economy in general, culture and tourism on a national, regional and local level.

Of course FEDECRAIL is very well willing to facilitate initiatives to support after CORONA. But we have to know what needs are actual and are needs of a mutual character with more countries in Europe. So we foresee the following steps:

- Let's make an inventory of the difficulties created by COVID and not being taken care of by local/regional or national initiatives. (Send your reactions to [nieweg@fedecrail.org](mailto:nieweg@fedecrail.org) before August 31<sup>st</sup> 2021) ;
- A special request for the board members of our National Umbrella members, to share this subject with their adherents and ask them react as well (collectively via the umbrella or individual).
- In the first week of September 2021 we will come back to you with the results of the reactions and a proposal how to act collectively, or just individual.
- Action if useful to be collectively organized by FEDECRAIL, or a project group facilitated by FEDECRAIL from October 2021.

If you want to be in contact about this subject in general, please send your reaction to: [nieweg@fedecrail.org](mailto:nieweg@fedecrail.org) .

Jaap Nieweg  
Präsident



## **NEW FEDECRAIL LINKS - UNITED KINGDOM**

Some good news from the westernmost end of our continent! Despite the decision taken in 2020 of the principal UK umbrella organisation, Heritage Railway Association, to resign from Fedecrail, a clear message that there is still strong support within the UK for the work of our Federation! New links are being developed with individual rail and tram heritage bodies keen to maintain active European contacts. Those members who have looked at the AGM papers previously circulated will be aware that the Board gave preliminary approval to a number of new applications for membership which we hope will be formally endorsed by members at this year's AGM.

Usually applicants are invited to give a brief presentation during the physical AGM but this of course is not feasible this year. Most of the applicants have now provided either PowerPoint presentations or pdf texts giving "who, what and where" summary information. A zip file with these documents can be accessed from our website news page. Further sources of much more detailed information are the individual websites shown below.

The first new UK application was made last year by the Seaton Tramway in Devon ( <https://www.tram.co.uk> ) This was followed by the Scottish Railway Preservation Society ( <http://www.srps.org.uk> ) which operates both the standard gauge Bo'ness & Kinneil heritage railway ( <http://www.bkrailway.co.uk> ) and the adjacent Museum of Scotland's Railways. Early this year two applications came in from narrow-gauge railways, the Sittingbourne & Kemsley Railway ( <https://www.skrlr.net> ) on the north coast of Kent and the Ravenglass & Eskdale Railway ( <https://ravenglass-railway.co.uk> ) in Cumbria.

The most recent application brings in a new "umbrella member". UK Tram is the national light rail and tram trade sector body ( <https://uktram.org> ) serving primarily modern public sector tramways, suppliers and other elements of the light rail industry. Additionally, it has an active interest in - and strong support for - the tramway heritage of the UK (including the Isle of Man!) and includes at least 10 heritage bodies in its membership. Most of these are tramway museums and "fully heritage" tramways, together with some operators who combine both heritage operations and modern public transport services.

Further contacts will continue to be made throughout the UK over the rest of this year (and indeed beyond!). An enquiry has also been received from a railway museum in the Irish Republic and it is hoped this will lead to a future application. Envisaged outcome is that we should have several more UK new members (and at least one from Ireland!) to include on the Agenda for the next AGM in 2022 !

*Peter Ovenstone - Vice-President + Board Member*



## EUROPA NOSTRA - UPDATE

Members will be aware of our longstanding collaboration with and support for the work of Europa Nostra, the leading voice for safeguarding the cultural and natural heritage of Europe. For example, Fedecrail was a signatory to the ‘Cultural Manifesto’ launched at the start of the pandemic last year. This year the major ‘headline news’ has of course been the success of the efforts - originally initiated by Fedecrail - which have led to inclusion of the Achenseebahn on the 2021 list of the Europa Nostra 7 *Most Endangered* heritage locations in Europe which was announced on 8<sup>th</sup>. April. Following the announcement, Fedecrail continues to take an active role in the campaign to secure the future of the railway and has already made an input to the EN fact finding mission on the issue which has now started work.

The most relevant “arm” of Europa Nostra taking an active interest in rail and tramway heritage is the EN Industrial & Engineering Heritage (IEH) Committee. The primary role of the committee is to promote understanding and appreciation of the historical, social and economic value of Europe’s industrial and engineering heritage, both within EN and more generally amongst decision makers and the public at large. Most important of all the ‘subject range’ of the committee remit includes all forms of transport heritage! We have long-standing personal links - our President Emeritus, David Morgan is a member and our Vice-President, Peter Ovenstone, is a member and serves as IEH Committee Joint Secretary.

IEH Committee activities include lobbying on specific issues of concern. Over the last two years active ‘in depth’ support has been given to ongoing efforts to try to secure UNESCO world heritage listing for the historic “Solidarity” Gdansk Shipyard complex, initially to help persuade the Polish Government to take the proposal forward and currently giving further support during the process of assessment by UNESCO of the nomination. A perhaps more dramatic recent intervention in mid-summer 2020 was the threatened destruction of a historic railway bridge at Pilichowice in lower Silesia, Poland (a rare example of early 20<sup>th</sup> century bridge design) just to provide some dramatic footage for the film *Mission Impossible 7* ! Supporting the efforts of several heritage bodies within Poland, EN made an appeal to the Polish Prime Minister. The happy result is that permission to blow up the bridge was rescinded and it now has protection as a “listed” heritage structure.

Less dramatically, the major IEH Committee project during the pandemic has been preparation (in collaboration with the Donau University at Krems in Austria) for publication of a definitive book *The Industrial and Engineering Heritage of Europe* illustrating good examples of industrial and engineering heritage which have secured EN European Heritage Awards over the period 2002 - 2020. Several railway structures both present and past are featured among the 50 locations, including a former loco works at Tilburg, Netherlands, Antwerp Central Station (and nearer to home for the Committee Secretary, Glasgow Central Station!). The book was published this February. Copies are not currently available for purchase (a possible reprint may follow!) but the book can be viewed and accessed on line via the EN website: <https://www.europanostra.org/our-work/publications>

This year active links were greatly strengthened recently by a presentation at the virtual IEH Committee meeting in April by Jaap Nieweg on our evolving campaign for mobile and industrial heritage. The Committee agreed this is a very worthwhile project meriting strong support and that active collaboration with Fedecrail on the key issues will continue. A strong interest in the new campaign has also been taken by a Europa Nostra Council Member based in the Netherlands, Karel Loeff, who gave valuable





advice in some of the initial discussions with other transport heritage and government organisations in recent months.

It is envisaged that EN and the IEH Committee will continue to be a good friend and working partner of Fedecrail in the years to come.

*Peter Ovenstone - Fedecrail Vice-President  
IEH Committee Joint Secretary*

### **UIC events for the Year of Rail 2021**

The European Year of Rail 2021 was officially launched at the end of March during a joint virtual conference organised by the European Commission and the Portuguese Presidency. The following day, an informal Council of Ministers meeting was held on the topic of rail transport. This marks the start of the initiative launched by the European Commission to promote rail transport in the midst of the Corona pandemic at a difficult time. It is part of the European Union's efforts to achieve climate neutrality by 2050 as one element of the European Green Deal.

The European Commission and its partners want to highlight the importance of rail transport with numerous events, projects and activities across the EU: Europe's innovative rail industry, its role in European culture and heritage, its connectivity to regions, people and businesses, its share in sustainable tourism as well as its role in the EU's relations with neighbouring countries. Among other things, it is important to raise awareness of this environmentally friendly means of transport, especially among the younger generation. Use opportunities

The UIC (Union Internationale des Chemins de fer), as part of the EU initiative, is planning a series of events covering a wide range of activities in the sector:- from an international „Green Transport Week“ held to coincide with the UN World Environment day in June and the EU Green Week to a „Rail Accessibility Day“ and an international symposium which aims to demonstrate how RAIL is resilient, innovative and prepared for the ‘New Normal’ – the new (multi) mobility challenges ahead. (More information here) [European Year of Rail | UIC - International union of railways](#)

Through a Memorandum of Understanding with UIC and participation in the UIC TopRail work to promote rail tourism, FEDECRAIL is working with national railways to develop and promote the European Year of Rail. The European Commissioner for Culture and Education Mariya Gabriel recently described the presentation of the "7 Most Endangered 2021" by Europa Nostra as a good start to the event. Earlier, she had already explicitly emphasized that railways were an essential part of European culture and identity and would be a key element in the European Green Deal.

### **Tramway Group**

Notes to go with PowerPoint <http://bit.ly/MarketingpresentationFEDEC>

On Tuesday 20<sup>th</sup> April, Fedecrail's Tramway group held its first Tramway Marketing Webinar with a presentation from Marketin Manager Josh Castree from Seaton Tramway, UK. Seaton Tramway operates 2' 9" narrow gauge trams along a the 3 mile route between the coastal town of Seaton inland to the small town of Colyton, beside 2 nature reserves and the beautiful River Axe in



the South West of England. Josh Castree has been the Marketing Manager for the heritage attraction since 2017 and within his marketing activities has introduced real focus to the tramways digital marketing increasing their following by over 250% which intern has led to a real time increase in sales in the digital market.

The focus for the Marketing Webinar was the importance of interactions & engagement in Marketing and Social Media and understanding that creating brand awareness campaigns are no longer the way forward in marketing, but to create active engagement with your intended audiences. This creates an active experience from start to finish giving the consumer interaction at every stage of a sale. Josh took the group through the outlook of the current digital market and the tools that are available to reach those markets. With the majority of the world stuck indoors in 2020, most of the populations only respite was to get online and find entertainment and engagement there. With the relaxing of restrictions that larger market is still online with almost 5 billion internet users by the end of 2020.

A number of online social platforms and tools were presented, all of which are free to access and use. Here is a small break down of steps that were recommended to take

### **1. Increase your digital & online output**

Whether its posts to your own website, Facebook or other platforms. Simply increase your output and the information you share will tell your audience that there is always something new to know from you and will increase repeat visitors.

Whether you plan to use them or not, sign up and claim your username with all the popular social sites. When people search for you on those site, even if you aren't using them, your presence will link back to your website. It will also make it easier in the future if your marketing changes to include the platform and you already have your username claimed.

### **2. Create a Marketing Campaign that is consistent and clear across print and online**

Ensure it is mobile friendly, this is increasingly where people are making decision and payments

### **3. Inform your plans and strategies by conducting surveys of your visitors – learn how they use your attraction and what they might want, to keep them there longer and increase secondary spend**

### **4. Connecting your website to Google Analytics and learn how people navigate your website.**

1. It may tell you about pages that aren't being used – therefore indicating a change or update is required

2. It will tell you the page value of each page on your site

### **5. Make interaction and engagement the heart of your marketing going forward.**

1. Direct interaction and engagement resulting in experience online will convert to ticket sales

2. Create an opportunity to ask questions about your business and its story

3. In a world where people have found it very hard to socialise. Creating that online will see people pour into your spaces and interact and convert in to tickets sales and/or donations

### **6. What tools can I use to create this environment?**

1. Live video





All Social platforms push Live video before the rest of it's content as its direct engagement to keep them on their website.

2. User Generated Content
  1. Create competitions and contents to win tickets. Get people actively engaged with your company. These types of activities are great when reopening as you can spread your reopening message along with the campaign
3. Partnered Content
  1. Work across industry, and not just within your industry. Create joint campaigns across similar markets.
  2. Engage influencers, these can be mum bloggers and family outing writers and vloggers who will create content for as little as a free day out at your business
4. Increase revenue with new events and activities, especially in your shoulder months
  1. Our Christmas event 'The Polar Express Tram Ride' Introduced 76% of riders to heritage rail. Something they never visited before, many then returned for other events through the year.
7. **Use free tools and free trials to measure your online footprint**
  1. Semrush.com
  2. Business.google.com
  3. Developers.google.com
  4. Answerthepublic.com
8. **Recycle content.**
  1. Don't always feel like you have to come up with something new.
  2. Repost old videos, especially informative content. Share across all platforms
9. **Increase your standings in google rankings by**
  1. Naming your alt text on images on your website
  2. Save the images you want upload by describing exactly what's in the image i.e. Not 'SeatonImage2013554opening' but 'Red Tram on rail under blue sky in East Devon Seaton Tramway Reopening'
  3. When creating videos online, spend time creating subtitles
10. **There is no one way to do it**, as long as its informative, engaging and creates interaction and you can see and measure results, you're doing right!

Kind Regards,  
Josh Castree  
Marketing Manager & Project Officer

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### **Milestone for the Achensee Railway**

The Achensee Railway in Tyrol/Austria has made it! It has been included in the 2021 list of the "7 Most Endangered" by Europa Nostra, the European heritage protection association dedicated to cultural heritage. Every year, this list names the most endangered monuments, sites and landscapes in Europe in order to mobilise public and private partners at all levels to find a viable future for the gems of cultural heritage. For the Achensee Railway, which went bankrupt a year ago after agreed maintenance funding was withheld by politicians of Land Tyrol, it could be a milestone in its rescue. In its uniqueness using the original locomotives, rolling stock and infrastructure from its opening in 1889, it should be preserved as an important part of Austria's cultural heritage and that it will play its full role in the development of sustainable tourism and the European Green Deal once the pandemic is over. Both the European Commissioner for Culture and Education, Mariya Gabriel, and Europa Nostra Secretary General, Snenska Quaedvlieg-Mihailovic, stress that saving the Achensee Railway would be particularly timely in this European Year of Railways 2021.

Europa Nostra site link:

[Achensee Steam Cog Railway, Tyrol, AUSTRIA - 7 MOST ENDANGERED](#)  
<https://youtu.be/dFbcB9qWX5s>

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