

Welcome Rocket 2030



Train conductor
Train driver
Long drive
Look out of window
Desert
Woods
Changing landscape

Not expensive
9 hour journey
£11.00

2-3 year
2021
£10.00

By October
Each station
to have

Flim screenings

Ball - Dress up @
Train window & corners at the time

Special food carriage -
Wash the train with soap -
Food event
Decorated music
Big bottle of champagne

Used trains in UK -
chestnut
Brighton
Days out -
Young people children
Interest them in innovation

What do trains mean to you?
First took a train
Around 12 -
Kwame - Sister
First 13 -
Point -
Train Ukraine
Below
of travel thing
Small child

20 hour long journey
£11.00
first class

Used trains in UK -
chestnut
Brighton
Days out -
Young people children
Interest them in innovation

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AGENDA

Welcome from Rocket 2030 chairs

Feedback on the Cultural & Community Consultations

National Heritage Lottery Fund

Timeline

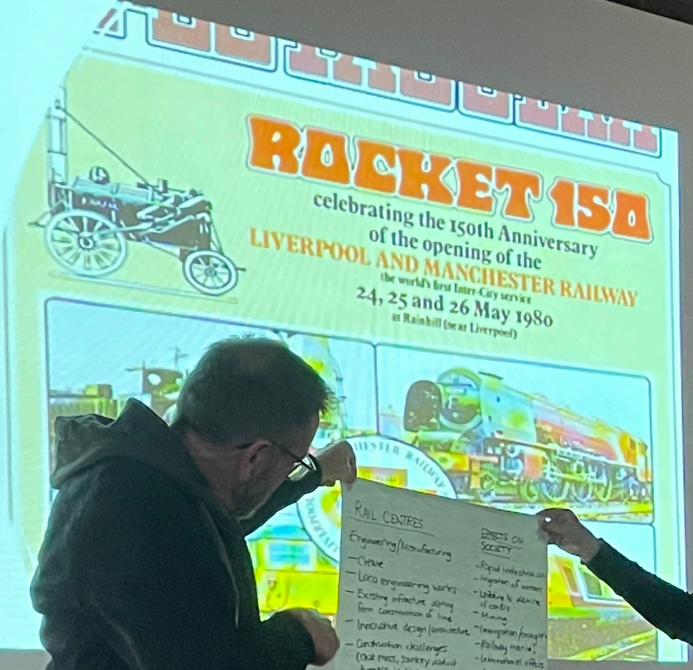
Network

Break

Brand for Rocket 2030

sation 1

like to see happen as
t 200 Anniversary?
portant outcome be for
ur group?
ne anniversary is most
? (coming together
nunity / learning and
ested histories /sharing my
lways/heritage)



RAIL CENTRES

Engineering/Manufacturing	ENGINEERING SOCIETY
- Create	- Signal interpretation
- Local engineering works	- Migration of workers
- Exciting interactive display	- Library & archive
- Excursion from common to line	- Training
- Inclusive design (accessible)	- Newspaper project
- Construction challenges (lost track, stumpy, signal)	- Railway model
- Historical memorabilia (both Eccles, 1825)	- Railway art
	- Railway story
	- Station of the future

Events / Activities

- Use of parks (garden, play)
- Exhibitions at major stations in Mersey/Cheshire
- All-ages?
- Folk tales
- Linking with railway companies (Network Rail, Northern)

Other groups

- E.L.R.

Cultural & Community Consultation

Cultural consultation

Led by Bryan Biggs Bluecoat Liverpool – engaging with artists and cultural organisations across Liverpool and Manchester City Region to have their say. Portico Library, SuAndi, Black Arts Alliance, Castlefield Gallery, Everyman Playhouse, , National Museums Liverpool. Artists Hilary Jack & Nina Edge

Community consultation

Led by Manchester Histories & Metal Liverpool – engaging with communities along the route, friends of stations, asylum seeker group, local Cllr’s, Trusts, Foundations and Societies – such as Merseyside Civic Society/The Rainhill Railway and Heritage Society Liverpool & Manchester Railway Trust and people who love trains and Rail.

- Science & Industry Museum Manchester
- Patricroft Queens Head Pub Salford
- Metal Liverpool
- St Helens Bull & Dog Pub
- St Georges Hall Liverpool

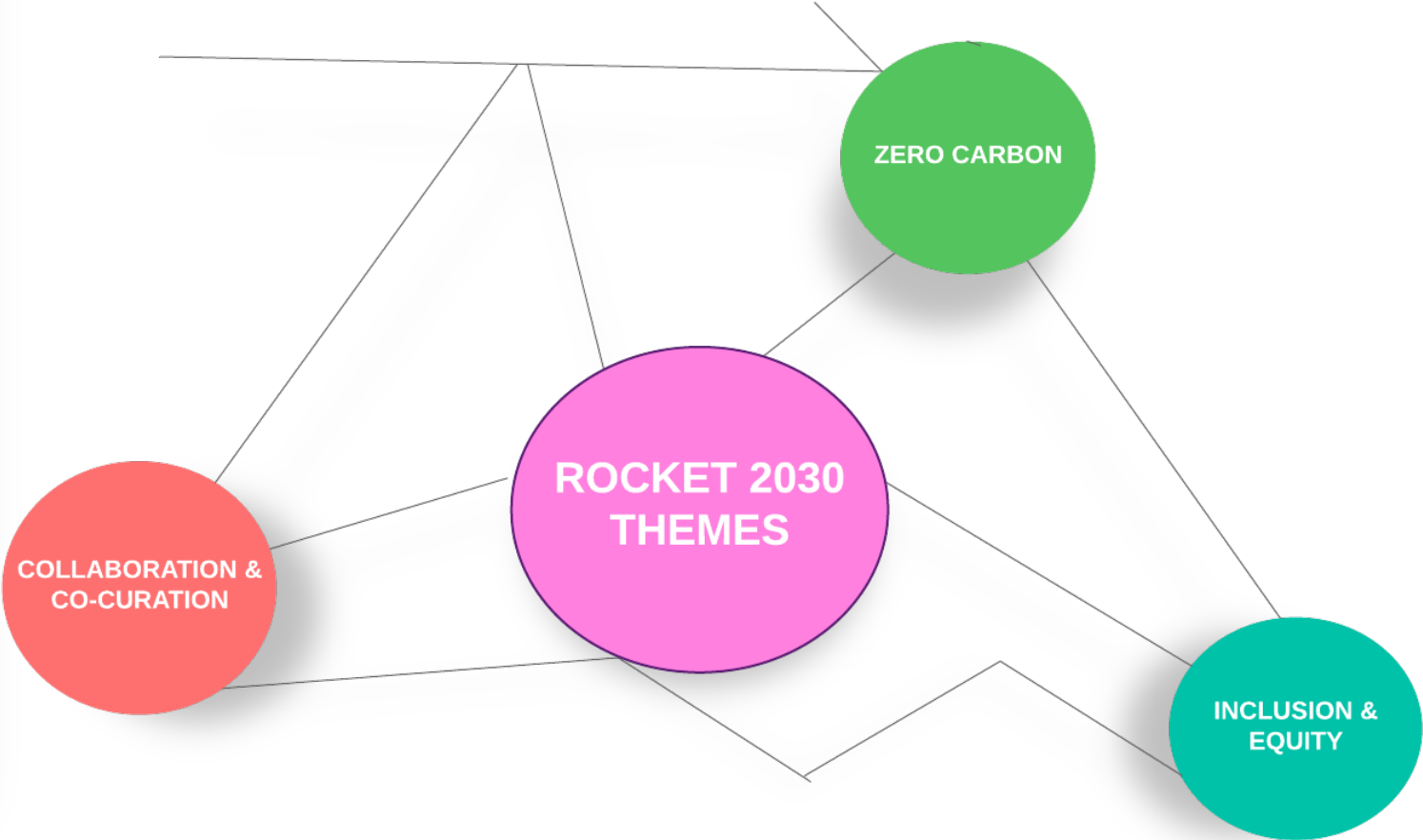
Stakeholder Conversations

Arts Council England	Community Rail Partnerships	Creative Manchester University of Manchester	Department for Business, Energy, Industry and Skills (BEIS)	Durham County Council (Stockton & Darlington 200)	GM Train Heritage Group
Greater Manchester Combined Authority	Heseltine Institute, University of Liverpool	Historic England	Knowsley Council	Liverpool & Manchester Railway Trust	Liverpool City Council
Liverpool City Region	Manchester City Council	Manchester Cultural Leaders Group	Manchester Histories	Merseyside Civic Society	Metal Liverpool
Museums Liverpool	National Heritage Lottery Fund	National Railway Museum and Locomotion	National Museums Liverpool	North West Business Leadership Team	Northern Rail
Network Rail	Salford City Council	Science & Industry Museum Manchester	Science Museum Group	St Helens Council	The Bluecoat
The Lowry	University of Liverpool	Wigan Council	Hamilton Davies Trust	Rail 200	Muslims in Rail

Strands



Themes



What people said



Community



Inclusive Participation: There is a strong emphasis on ensuring that the events and projects are inclusive, engaging diverse communities along the Liverpool and Manchester railway line. This includes efforts to connect with underrepresented groups, such as local poets, neurodivergent schools, and various ethnic communities (e.g., the Yemeni community in Eccles)(Notes from Rocket 200 C...)(Rocket 200 Report (2) (...)).



Youth and Skills Development: Many consultations highlighted the importance of involving young people, particularly through education and skills development programmes. This includes initiatives like the design and building of trains by 16-25-year-olds, apprenticeships, and creating educational resources that connect the historical significance of the railway to modern-day skills(Rocket 2030 St. Georges ...)(Meeting Notes 11.4.24).



Local Stories and Oral Histories: There's a focus on capturing and sharing local/people's stories related to the railway's history. This includes oral histories, social history, women in rail, and exploring hidden or contested histories, and ensuring that these stories are accessible to the public, especially through community-based projects(Community Consultation ...)(Rocket 200 Report (2) (...)).

What people said

Culture

- **Heritage and Cultural Events:** Numerous ideas were proposed for cultural and artistic events that celebrate the railway's history, such as re-enactments, art exhibitions, poetry competitions, and music specials. These events are seen as a way to connect communities with artists and to create a lasting legacy(Notes from Rocket 200 C...)(Notes from Rocket 200 C...)(Community Consultation ...).
- **Big Impact Events:** There is a desire for large, impactful events that can draw national and international attention, such as a major firework or drone display, a recreation of historical moments like the Rainhill Trials, and an international railway festival(Rocket 2030 St. Georges ...)(Meeting Notes 11.4.24).
- **Sustainability and Environmental Focus:** The consultations also touched on the importance of linking the Rocket 2030 celebrations to contemporary issues, particularly inclusive histories, sustainability and climate change. This includes using the event to promote green technologies and transport, as well as integrating environmental themes into the programming(Rocket 200 Report (2) (...)).

What people said

Built Heritage

- **Preservation and Enhancement of Historical Sites:** Several consultations emphasised the need to preserve and enhance historical railway sites along the route. This includes restoring or repurposing old station buildings, improving accessibility, and possibly seeking further World Heritage Site status for significant locations. Like the Sankey Viaduct is already doing(Rocket 200 Report (2) (...). Edge Hill Cuttings/Earlstown/Chat Moss.
- **Community Rail Partnerships:** Community Rail Partnership for the entire line was frequently mentioned, with the goal of bringing abandoned places back to life and ensuring a legacy of community care and connection after the celebration (Rocket 2030 St. Georges ...)(Rocket 200 Report (2) (...).
- **Green Corridor Project:** Transform the Liverpool-Manchester railway line into a green corridor by planting native trees, shrubs, and wildflowers along the route. This initiative would enhance biodiversity, improve air quality, and create a more pleasant environment for both passengers and local communities. Local schools, community groups, and environmental organisations could be invited to participate in planting days, fostering a sense of ownership and connection to the project.
- **Community Gardens and Allotments:** Establish community gardens or allotments at key stations or unused railway land along the route. These spaces could be maintained by local volunteers and schools, providing educational opportunities about sustainable agriculture and creating a lasting green legacy. The gardens could feature local flora, reflecting the unique ecological characteristics of the different areas along the railway.

What people said



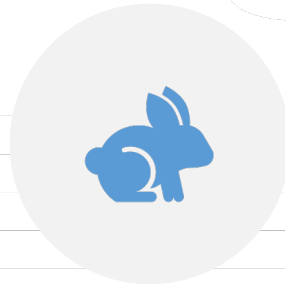
Rail Operations:



Special Event Tickets: Introduce a "Ticket to Ride" concept, where attendees of Rocket 2030 events can purchase special event tickets that offer unlimited travel on the Liverpool-Manchester railway for the duration of the celebrations. These tickets could be designed as collector's items, featuring unique artwork or historical references, making them both functional and a keepsake for railway enthusiasts.



Free or Discounted Fares: To encourage greater attendance and accessibility, consider offering free or heavily discounted train fares for people traveling to Rocket 2030 events. This could be a collaborative effort with train operators like Northern Rail, ensuring that travel costs are not a barrier to participation. Special "Event Trains" could be scheduled to run between key locations, offering a festive atmosphere on board with live entertainment or themed decor.



Involvement of Rail Staff: This was seen as essential – recounting their stories, getting to know the history of the Liverpool to Manchester Railway – passing on facts to passengers and visitors. Ambassadors of the story and celebrations.

What people have said

Visitor Economy

- **Railway-Themed Tourism Packages:** Create special tourism packages that tie into the Rocket 2030 celebrations. These packages could include guided tours of historical railway sites, access to special events, and discounts on local accommodations, restaurants, and attractions along the Liverpool-Manchester route. Promoting these packages through local and international tourism boards can attract visitors from across the country and internationally.
- **Railway Heritage Trails:** Develop railway heritage trails that visitors can follow, connecting key historical sites such as Chat Moss and stations. These trails could be marketed as unique experiences that enable visitors to explore the rich history of the Liverpool-Manchester railway, with curated itineraries that include visits to museums, historical assets, and cultural events.
- **Collaborations with Local Businesses:** Partner with local businesses along the railway line to create a network of Rocket 2030-friendly services. For example, cafes, hotels, and shops could offer special deals to event attendees, creating a vibrant economic ecosystem that supports local businesses and enhances the overall visitor experience.
- **Boosting Local Economies:** The Rocket 2030 celebrations could significantly boost local economies along the Liverpool-Manchester railway line. By drawing large numbers of visitors, it will increase spending in local businesses, including hotels, restaurants, retail stores, and cultural attractions. Hence good marketing strategy.
- **Job Creation:** The planning, execution, and legacy of the Rocket 2030 events will create a wide range of job opportunities. This includes positions in event management, hospitality, transportation, marketing, and more. Additionally, the focus on apprenticeships and skills development, particularly in railway engineering and heritage preservation
- **Infrastructure Investment:** The event will likely drive significant infrastructure investment, particularly in the railway line and associated facilities. Improvements such as station renovations, enhanced visitor amenities, and upgraded accessibility will not only benefit event attendees but also have lasting economic benefits by making the region more attractive to future visitors and investors

Wow!!



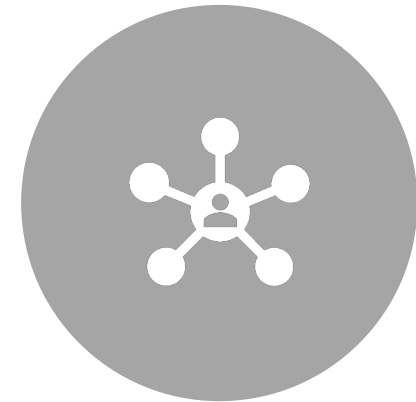
A LARGE-SCALE PUBLIC EVENT:

THERE IS A DESIRE FOR AN EVENT THAT BRINGS TOGETHER LARGE CROWDS, SIMILAR TO THE OPENING OF THE LIVERPOOL AND MANCHESTER RAILWAY. A MAJOR PUBLIC SPECTACLE.




INCORPORATION OF MODERN TECHNOLOGY:

THE USE OF DRONES, PROJECTIONS, AND INTERACTIVE DIGITAL EXPERIENCES RESONATES WITH THE DESIRE TO BLEND HISTORY WITH THE FUTURE.



LEGACY AND SUSTAINABILITY:

ANY "WOW" EVENT SHOULD LEAVE A LASTING LEGACY, WHETHER THROUGH INFRASTRUCTURE IMPROVEMENTS, COMMUNITY ENGAGEMENT, OR EDUCATIONAL RESOURCES THAT CONTINUE TO BENEFIT THE REGION LONG AFTER THE EVENT.




Inclusion and Equity

- **Highlight Diverse Voices:** Make sure the voices of all community members, particularly those from marginalised or underrepresented groups, are included in the planning and execution of events. This could involve setting up focus groups or advisory panels that represent different demographics, including ethnic minorities, people with disabilities, and socio-economically disadvantaged communities.
- **Accessible Events:** Ensure that all events and materials are accessible to everyone, including disabled people. This includes providing sign language interpreters, accessible venues, and materials in multiple languages.
- **Equitable Participation:** Promote equal opportunities for participation in all activities, from decision-making processes to the execution of events. Encourage the participation of local artists, young people, and community organisations to reflect the diverse communities along the railway line.



Zero Carbon

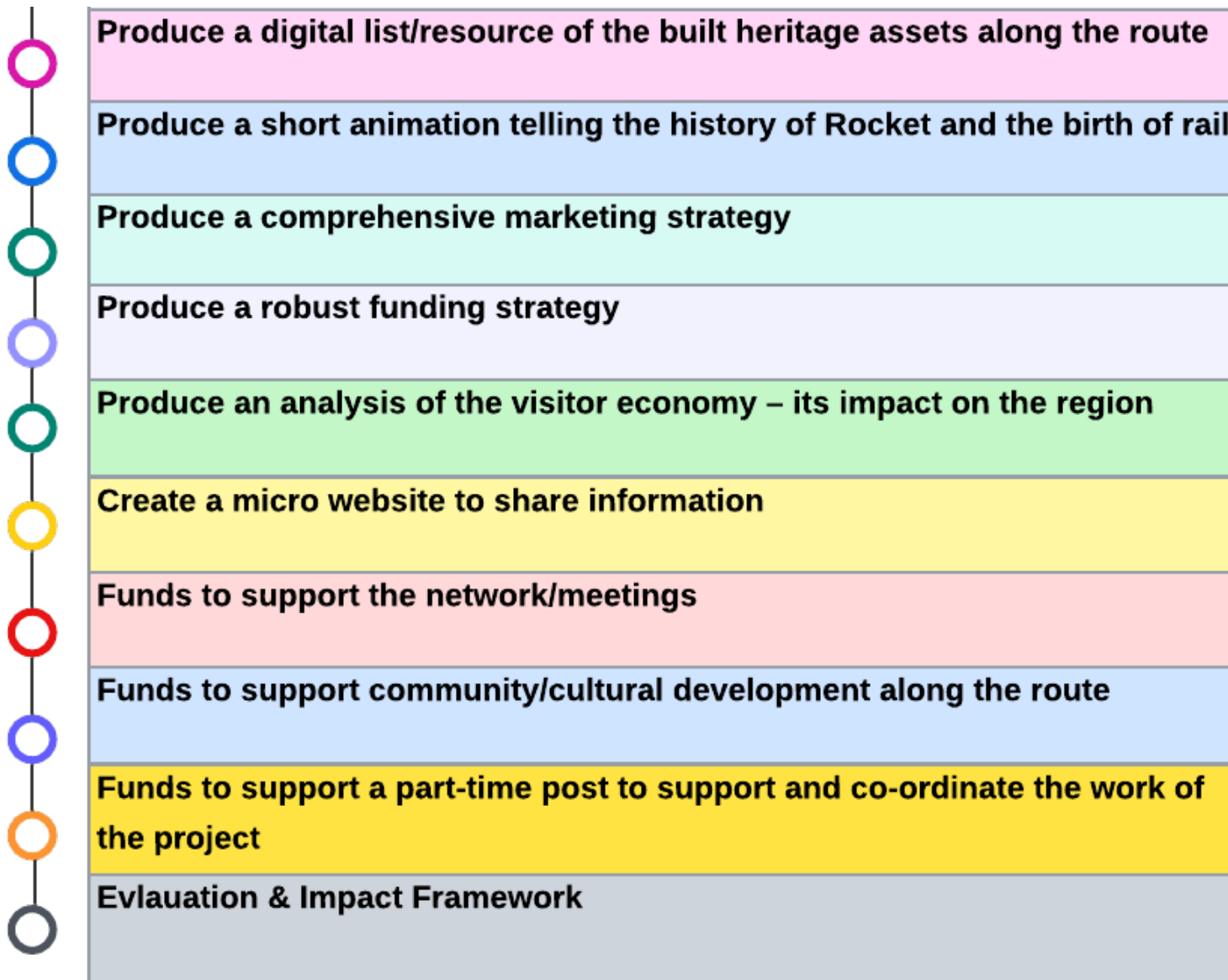
- **Sustainable Practices:** Implement a green practices/policy in all aspects of the project. This includes using renewable energy sources, minimising waste, and encouraging sustainable transport options for events.
 - **Educational Components:** Incorporate educational elements that focus on the importance of zero-carbon initiatives. This could include workshops on sustainable technologies or exhibitions that highlight the environmental impact of the railway and the importance of green transport.
 - **Measuring Impact:** Set clear targets for reducing carbon emissions associated with the project and track progress. This could be a key metric reported in the project's outcomes.
- 



Collaboration and Co-Curation

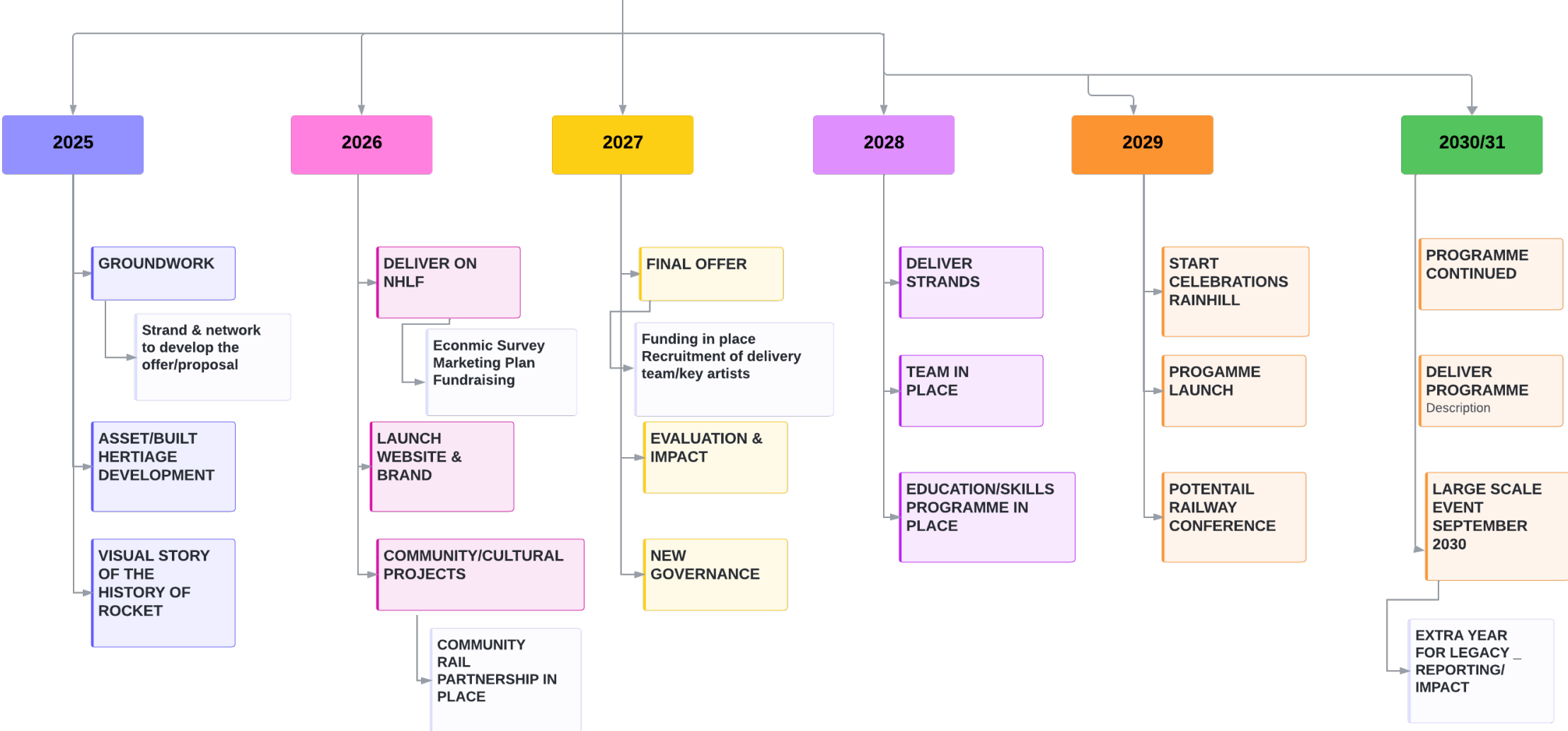
- **Community-Led Planning:** Engage local communities in the planning process, allowing them to co-curate events and projects. This collaborative approach can help ensure that the final outcomes resonate with the communities involved and reflect their needs and desires.
- **Partnerships:** Form partnerships with local councils, educational institutions, businesses, and non-profits to pool resources and expertise. These partnerships can help to create a more impactful and sustainable project.
- **Transparent Communication:** Maintain open and transparent communication channels with all stakeholders. Regular updates and opportunities for feedback will help ensure that the project remains collaborative and that all voices are heard.

Heritage Lottery Fund Laying the groundwork



Timeline

Rocket 2030



Network Meetings

Frequency: Every six months.

- **Progress Updates:** Share updates on planning, projects, and milestones achieved.
- **Collaborative Planning:** Discuss and plan upcoming opportunities, events and initiatives.
- **Networking Opportunities:** Facilitate connections between different groups to foster collaboration.
- **Next Meeting:** March 2025
Liverpool.



The Brand

01 Referencing Rocket's chimney detail



ROCKET2030

CELEBRATING TWO HUNDRED YEARS OF
PEOPLE, PLACES AND RAIL TRAVEL

01 Referencing Rocket's chimney detail



ROCKET 2030

**CELEBRATING TWO HUNDRED YEARS OF
PEOPLE, PLACES AND RAIL TRAVEL**

01 Referencing Rocket's chimney detail



ROCKET2030

INNOVATION — HERITAGE — COMMUNITY

01 Referencing Rocket's chimney detail



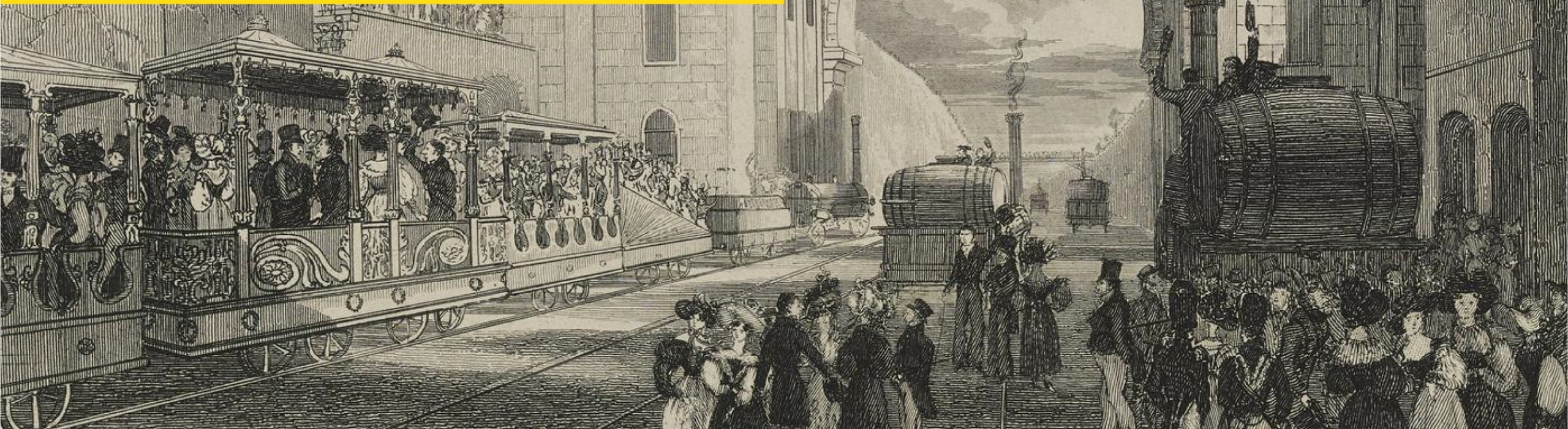
01 Referencing Rocket's chimney detail





ROCKET2030

CELEBRATING TWO HUNDRED YEARS OF
PEOPLE, PLACES AND RAIL TRAVEL



02 Referencing Rocket's chimney detail and name plate



ROCKET

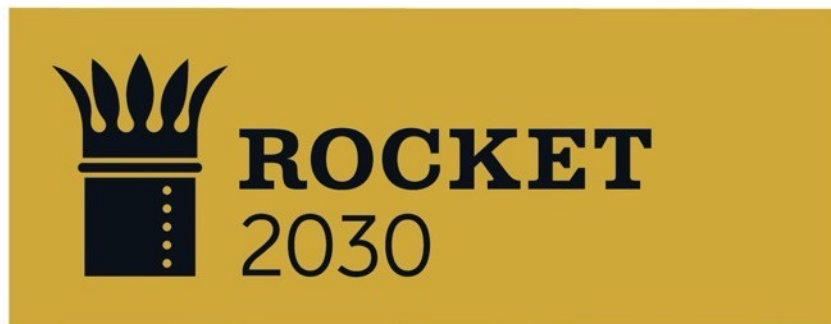
2030 TWO HUNDRED YEARS OF
PEOPLE, PLACES & TRAVEL



ROCKET

2030 TWO HUNDRED YEARS OF
PEOPLE, PLACES & TRAVEL

02 Referencing Rocket's chimney detail and name plate



02 Referencing Rocket's chimney detail and name plate





ROCKET

2030 INNOVATION, HERITAGE
AND COMMUNITY





ROCKET

2030 TWO HUNDRED YEARS OF
PEOPLE, PLACES & TRAVEL

03 Referencing Rocket's name plate



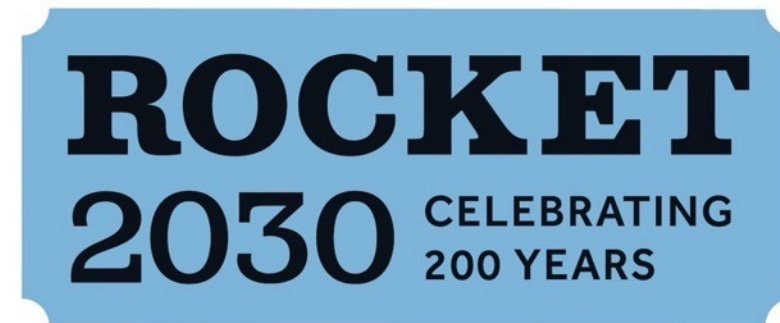
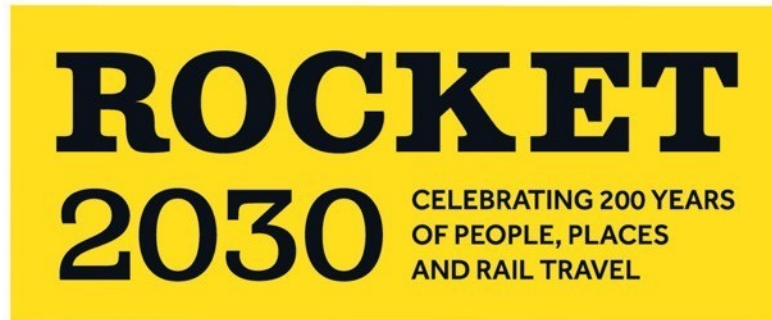
03 Referencing Rocket's name plate

ROCKET

2030

**CELEBRATING 200 YEARS
OF PEOPLE, PLACES
AND RAIL TRAVEL**

03 Referencing Rocket's name plate



03 Referencing Rocket's name plate





ROCKET.

ROCKET

2030

A CELEBRATION OF
INNOVATION, HERITAGE
AND COMMUNITY

04 Referencing historic train tickets



04 Referencing historic train tickets



04 Referencing historic train tickets



04 Referencing historic train tickets



1830

RAIL 200

2030

A STORY OF INNOVATION
HERITAGE AND COMMUNITY



05 Referencing historic train tickets



05 Referencing historic train tickets

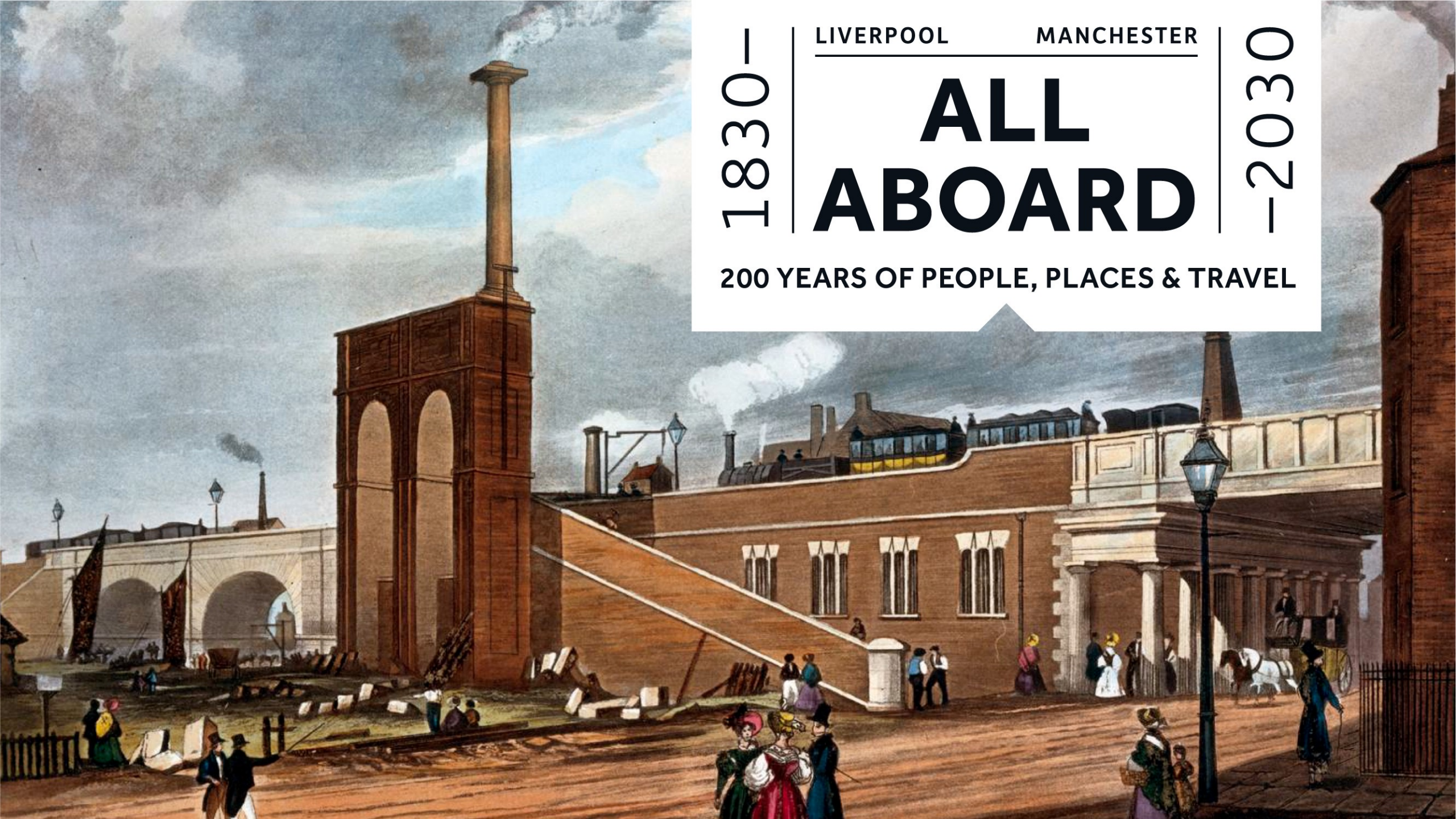


05 Referencing historic train tickets



05 Referencing historic train tickets





1830—

LIVERPOOL

MANCHESTER

ALL ABOARD

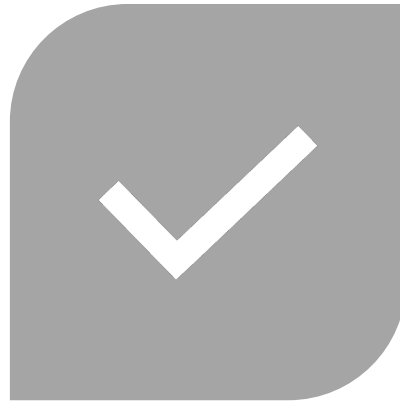
—2030

200 YEARS OF PEOPLE, PLACES & TRAVEL

Questions



WHAT IS YOUR
FAVOURITE DESIGN?



WHICH STRAPLINE DO
YOU LIKE?



ANY OTHER FEEDBACK?



Rocket 2030



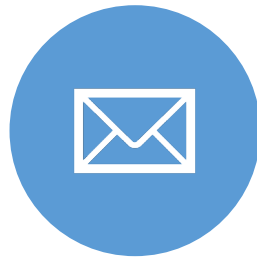
THANK YOU FOR COMING ALONG.



ANY FURTHER QUESTIONS:



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