



The Bluebell Railway Operating Company (Plc): Statement of Mission & Goals.

1) The Mission:

To operate and develop a safe and enjoyable heritage railway experience that educates, entertains, and inspires its visitors as it immerses them in the world of railway operation and development and tells the story of the way of life at the golden age of railways. To undertake this in a sustainable way by the deployment of a highly valued blend of volunteer and paid staff and in a manner that has the minimum adverse impact on the environment.

2) Goals:

To delight our visitors by:

1. Safely operating passenger train services using heritage locomotives, predominantly steam, and rolling stock that represents the range of types employed from the Victorian era through to the 1960s.
2. Operating non-passenger trains that will tell the story of the goods traffic that at one time underpinned the existence of the passenger railway.
3. Providing a range of on-train dining experiences.
4. Adopting and demonstrating heritage operational practice where permitted and practicable.
5. Exhibiting locomotives, rolling stock, signalling equipment and other railway connected artefacts in an interesting, and where possible, interactive manner.
6. Exhibiting the craftsmanship associated with the operation and engineering of heritage assets.
7. Providing safe, hands-on experiences that will satisfy the inquisitiveness and energies of younger visitors.
8. Generate and maintain the nostalgic ambience associated with rail travel of the past.
9. Striving to be accessible to as broad a customer base as can be safely achieved commensurate with all the other goals.
10. Providing good value for money.
11. Being polite, courteous, and respectful.
12. Embracing equality and diversity throughout our railway community.
13. Actively seeking feedback from visitors on the quality of the visitor experience.
14. Continuously researching ways to enhance the visitor experience in line with the heritage brand.



To support our Staff (volunteer and paid) by:

1. Making safety part of everything we do.
2. Operating the company in accordance with a sound business plan.
3. Formulating an effective marketing strategy.
4. Adopting a high integrity communication strategy throughout the company.
5. Being respectful, polite and courteous.
6. Providing training and encouraging the development of skills and competencies.
7. Encouraging 360-degree feedback.
8. Encouraging work of a high quality and effectiveness.
9. Acknowledging the contributions of individuals and groups.
10. Encouraging a culture of openness, trust, transparency, and inclusion.
11. Encouraging the study of railways and associated social history.

To protect the environment by:

1. Continuously researching ways to reduce the carbon footprint of the Bluebell Railway operation and adopting environmentally friendly practices.
2. Development of infrastructure and other assets in a manner that is in keeping with the surroundings and in co-operation with the local community where appropriate.

3) The Implementation:

Key to delivering the above goals is the following:

1. Safety Management System
2. Business Model
3. Business Plan
4. Service Plan
5. Capital Projects Planning Group
6. General Instructions
7. Local instructions
8. Employee Handbook
9. Volunteer Handbook
10. Staff (paid and volunteer) Communications, Training and Development Plan
11. Staff appraisals.

End of Document.

1st March 2021