

Surrey Hills Poster Project North Downs Line

Grant awarded: £1,572

Project delivered by:



General Overview of the Project

The project was initiated to create a new poster for the Surrey Hills Stations on the North Downs Line which promote Rail to Ramble routes along the scenic line. The new poster was produced in collaboration with partners Surrey Hills National Landscape. It was decided to commission an original piece of artwork by local artist Diana Croft for the poster.

Project Delivery

We worked closely with Emma Cole and Rob Fairhurst at Surrey Hills National Landscape and the GWR Branding team throughout the process to ensure brand guidelines were met.

Surrey County Council celebrates the recognition of the pivotal role that sustainable travel has in preserving the landscape of the Surrey Hills. This project demonstrates the importance of working together to ensure that visitors by train have a warm welcome on viewing the beautiful new posters and can enjoy a great experience visiting the outstanding countryside.

Katie Stewart
Executive Director for Environment,
Infrastructure and Growth at Surrey
County Council

The Customer and Community Improvement Fund is a fantastic opportunity for us to invest in projects that really make a difference to our customers and communities at a local level. These posters provide a perfect guide to the wealth of amazing walking routes within easy reach of the North Downs Line.

Eleanor Wills
GWR Regional Development Manager

Project Impact

The posters have now been installed along the North Downs Line and will make an impact for station users, encouraging the use of the train for Rail to Ramble walks. It is also intended to install them at larger stations such as Guildford. A launch event to celebrate the new poster took place at Chilworth Station on 23rd April. This was followed by a guided walk to the little-known Gunpowder Mills, both a listed monument and an SSSI, easily accessible from the Station. It is hoped to work with Surrey Hills and Guildford Borough Council to further improve the existing footpath to encourage rail users to visit the site. Eye-catching and unique posters such as these, help promote the heritage and landscape of the beautiful Surrey Hills.

