









FLYING SCOTSMAN  
CENTENARY

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# FLYING SCOTSMAN BOILER TUBE

- Exclusive
- Limited edition
- Engraved
- Collaborative approach
- RRP £100
- High Margin- 68%
- GP 20k, 370 units
- Top seller online



# RETAIL PERFORMANCE

- £810k in retail sales
- 120,000 items sold, 7,000 items sold online
- More than 10% of the £7.3m annual retail turnover
- Nearly 450k gross profit
- 54% margin
- Top categories: home, plush, adult accessories



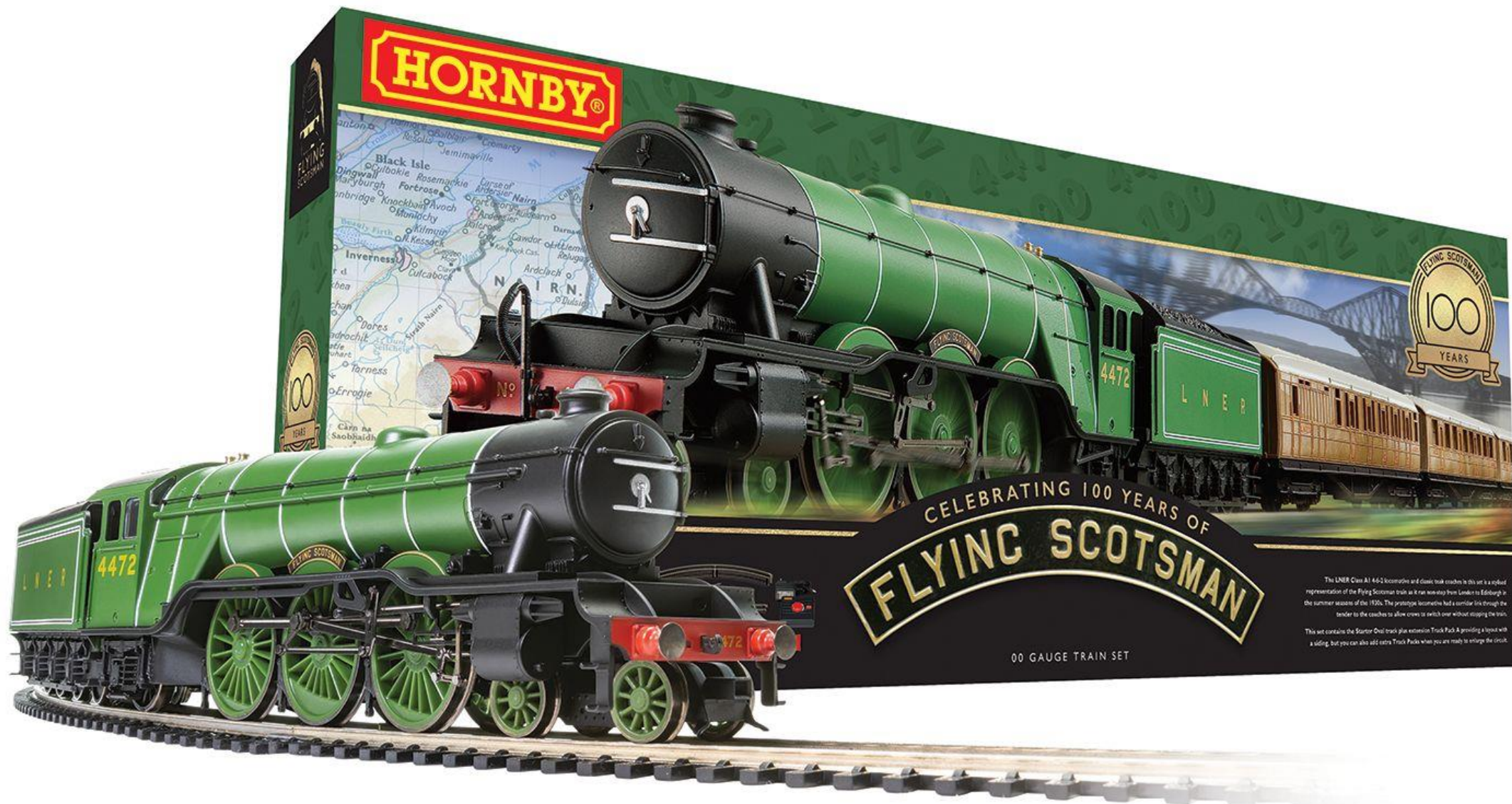




# WHOLESALE

- Heritage railway product viewing
- 54k of wholesale orders
- 29 wholesale orders
- 15,000 units sold
- Top Sellers pin badge, keyring, plush bear & tote





**HORNBY®**

FLYING SCOTSMAN  
100  
YEARS

CELEBRATING 100 YEARS OF  
**FLYING SCOTSMAN**

00 GAUGE TRAIN SET

The LNER Class A1 4472 locomotive and seven train coaches in this set is a superb representation of the Flying Scotsman train as it ran between London and Edinburgh in the summer season of the 1930s. The prototype locomotive had a tender link through the tender to the coaches to allow crews to switch over without stopping the train.

This set contains the Starter Dual track plus extension Track Pack A providing a layout with a siding, but you can also add extra Track Packs when you are ready to enlarge the circuit.









# LICENSING PERFORMANCE

- 14,000 copies of the book sold during the centenary.
- Publishing and brand licensing partnerships have brought in £800k.
- Royalties on track for £1m income. This is £550k more than our original target.
- Still signing up new brand licensees for the Flying Scotsman brand and centenary partnerships are extending in new directions.



CELEBRATING THE FLYING SCOTSMAN'S CENTENARY

# THE KING

FULL STEAM AHEAD FOR A FIRST-CLASS JOURNEY  
THROUGH YORKSHIRE IN THE SUNSHINE



Wearing a pale suit in the sun, the King is welcomed by local children (below) to North Yorkshire Moors Railway, which is marking its 50th year.



## THE IMPACT

- Museum visitors up 47%.
- Donations up 48%.
- Website visits were up 28% to 1.45m
- Website page views surged 56% to 4m and users rose 33% to 1.1m
- National Railway Museum saw a 30% increase in national and international media coverage.
- Over 52,400 people bought tickets to ride behind Flying Scotsman during the centenary.





# KEYS TO SUCCESS

Understand why

Work together

Get things done

Be open and honest

Be adaptable



