STRICTLY CONFIDENTIAL

REPLICA RAILWAYS

PRODUCT PROJECTION PROFILE

FIVE YEAR PLAN

26th JANUARY 1986

REPLICA RAILWAYS

INTRODUCTION

Having already produced a 1986 or Year 1 Projection, this report has been prepared on the basis of a 4 to 5 year growth plan.

Of the existing range, there seems little point in producing items which are being 'sold off' at very low prices, for at least 2 or 3 years, so these have been ignored for the purpose of this plan; although of course could be incorporated at a later date.

A broadening of the theme originally started by Palitoy has been pursued, namely, a well balanced stock of locomotives for each region, supplemented by a selection of rolling stock suitable for that region.

A plan therefore for each pre-nationalised region has been formulated, depicting :- An express locomotive, a secondary or mixed traffic locomotive, a freight locomotive, and lastly, a small tank locomotive.

This has been adhered to, in conjuction with the existing Kader/Mainline range, but because of the Dapol acquisition of ex-Airfix product, duplication of their product has been avoided where possible.

There has been a recent resurgence in sales of model railway products over the last 4 or 5 months in the UK, not entirely due to a surfeit of 'cheap' Mainline product, but a general increase in interest in the hobby as a whole. Various new modern image magazines have flourished with ever increasing numbers of readers; all potential customers for todays railway scene. Attendances at Motive Power Depot Open Days throughout 1985 indicated more and more people in their late teens returning to their interest in the hobby.

Due to this growth of interest, modern image models should be given priority over the steam or pre-war types, if a choice has to be made, but more importantly, these are available now, to photograph and measure, so dependency on drawings alone is eliminated.

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MARKET SECTOR

Recent press reports indicate an increase in leisure time available for hobbies etc. in the UK during the next few years, thereby increasing the market potential accordingly.

At present Hornby and Lima take more than 55% between them, the former mainly due to Brand Name, the remainder split between Mainline and Dapol/Airfix.

The targetted percentage to be acquired of the total increased market should be in excess of 35%.

Dapol means to capture the majority of the market in the UK by monopoly and stringent pricing control.

Dapol has already re-introduced certain ex-Mainline locomotives, so it is very important to establish continuity of 'Kader-made' ex-Mainline product as soon as practicably possible, to compete with them in the market place.

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Assuming the successful introduction of the B1 and the Hall class locomotives as mentioned in year 1 of our plan, the following synopsis of products should carry us through the next 4 to 5 years (ignoring re-runs of models produced or released in year 1).

This profile has been broken down into 5 respective parts, Steam Locomotives; Diesel Locomotives; Coaches; Wagons; Electric Multiple Units.

STEAM LOCOMOTIVES

28XX/38XX 2-8-0

Both available from same mould with minor alteration for cab, smokebox saddle etc. and could utilize existing Churchward tender. Two livery variations, model is already drawn.
NB: Dapol projected introduction.

4-6-0 Lord Nelson

Although the chassis, body and tender would be all new, the chassis could be utilized for a LMS Class 5. Three livery variations; model already drawn.

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4-6-0 LMS Class 5

Would only necessitate tooling of completely new body moulding, as the chassis would be ex-Lord Nelson, and the tender ex-Royal Scot. Two livery variations, needs to be drawn. Hornby loco, very dated now withdrawn.

2-8-0 LMS 8F

New chassis and loco body needed only - tender ex-Royal Scot. Two livery variations, model already drawn.
NB: Dapol projected introduction. Wrenn (ex-Hornby Dublo) model available, very dated.

4-6-0 King Arthur

Alternative to Lord Nelson, was more widely used, but would necessitate completely new mouldings etc. Three livery variations, needs to be drawn.

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2-6-0 N Class

Mixed traffic locomotive, widely used, completely new model. Two livery variations, needs to be drawn.

4-4-0 Dukedog/Bulldog

By careful planning, these two locomotives could be produced, as they both use the same chassis and frames, with considerable cost savings. Bodies differ. Two livery variations, needs to be drawn, but preliminary measurements already taken.

4-4-0 T9 Class

Completely new, suggest tender motorized, with jackshaft drive to locomotive.
Two livery variations, needs to be drawn.

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0-6-0 Q1 Class

Completely new. Tender locomotive of peculiar design, but popular. Two livery variations, needs to be drawn.

0-6-0 Terrier Class

Completely new, very small locomotive. Numerous livery variations, needs to be drawn.

2-6-2 Class 2

BR Standard Class locomotive, completely new. Suggest chassis adaptable to 2-6-0 variant to produce future tender version. One livery, needs to be drawn.

0-6-0 Collett 2251 Class

Re-introduction, suggest improved chassis detail to Pannier/66xx standard, alternative tender - Churchward. One livery GWR only.

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DIESEL LOCOMOTIVES

Class 40 1Co-Co1

Three different variations, split headcode boxes; central headcode box; no headcodes, could possibly be produced by using tool inserts for bonnet front. Bogie sideframes similar to Class 45, motor drive and wheels could be utilized from existing range. Two livery variations, needs to be drawn. Drawing attached in Appendix. Jouef model discontinued, so very collectable, Lima possible introduction early 1987.

Class 47 Co-Co

Minor detailed variations regarding front ends and roof grille within class. Use of tool insert could produce these differences. Seven livery variations, needs to be drawn. Drawing attached in appendix. Hornby model, poor chassis, updated body, but still with mould lines on cab sides.

47 331

1X77

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Class 59 Co-Co

Imported from USA, arrived in UK late January. Only four being purchased by private owner - Foster-Yeoman Ltd. Special own livery, needs to be drawn. Permission received to make model, no other manufacturer has yet approached them to produce. Plan attached in appendix.
NB. In view of sales potential of only approx. 5000 units, would tooling costs be prohibitive?

Class 24, 25/3 Bo-Bo

Two body mouldings utilizing same chassis. General purpose locomotive. Three livery variations, including attractive two-tone green on certain examples. Drawing attached in appendix. Hornby model 25/1 now deleted from range, fetching premium from modern image modellers.

Class 26, 27 Bo-Bo

Again two body mouldings utilizing same chassis, with tool insert for different front ends, and cab roof. Two livery variations on Class 27, three on Class 26, including new Railfreight Grey. Drawings attached in appendix. Lima may well be planning to produce in 1987 as they have an existing chassis in their Class 33.

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Class 141/142 Pacer DMU

Leyland light-weight twin units, introduced 1985. Only one tool needed for body as both ends are identical. Only one to be motorized. Projected to be very widespread in use during the next few years. Two existing liveries at present, but as more and more PTE's receive allocation, each will presumably adapt their own liveries.

Class 150/151 DMU

Introduced on BR January 1986, various manufacturers including BREL. Main differences are in front end - tool insert could be utilized as the rest of the bodies are identical (NB: one type has sliding doors, the other opening doors). Will have wide coverage across UK eventually, giving various local liveries (PTE).

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COACHES

Bullied SR

Three types of coach would be required to make up authentic sets. Two liveries, already drawn. Would compliment Lord Nelson locomotive.

Gresley ER

Two types initially, three livery variations including printed teak grain effect, already drawn. Would compliment B1 locomotive.

Mk.1 BR

Scale length BGV running on Mk.1 bogies and also B4 bogies. Up to seven livery variations.

Types BCK/FO - existing coaches in Mainline range, tooling started, but need to know status of development. Four livery variations running on three bogie types (Mk.1, B4 and Commonwealth).

Fowler Panelled

Refurbishment of existing Mainline coaches with seperate vents and 'soft' corridor connections. LMS livery only.

In addition there is a need for a standard GWR coach of Hawksworth or Collett design to broaden the range of two Collett coaches already in existence. Two livery variations.

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WAGONS

Modern Image

Bulk China Clay wagon; Polybulk wagon; Chevron Bulk Powder Tank wagon; Yeoman Bogie Hopper wagon; Freightliner wagon; 4 Wheeled Tank wagon; 4 Wheeled Open Scrap wagon; 4 Wheeled Closed van.

Original analysis of modern image wagons shows no uniformity of chassis or bogie, hence each wagon has to be costed in its own right. Against this though, all modern image modellers try to produce trains of accuracy, therefore bulk buying of wagons i.e. up to 10 of each, would ensure greater sales per type than pre-war wagons, where the modeller seldom buys more than one of each.

Pre-War

Analysis of the Mainline Marketing records reveals only approximately 1000 units of each Private Owner liveried wagon is initially sold, the balance remaining on the shelves of the warehouse and eventually being 'sold off' at very low prices. A proposal around this problem, in view of the limit of 3000 units minimum order, would appear to be, to produce 3000 wagons of the same colour, but only 1000 with the same name printed. This way four types of wagon, each in a different base colour finish, would give twelve different Private Owner markings and would ensure maximum sales.

Should the printing of only 1000 units prove to be a production problem, then an alternative would be to print in the UK.

ECC

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ELECTRIC MULTIPLE UNITS

At present completely ignored by all ready-to-run manufacturers, but market research reveals large potential sales area.
There are many similarities between types of EMUs, and the obvious course, would be to take sets with only frontal differences, these being produced by a tool insert.
An additional tool insert could be utilized to produce the overhead pick-up pantograph roof mounting.
A further similarity appears in the Southern stock, where Mk.1 coaching stock has been converted for use within sets.
Now Lima have a Class 73 and a Class 33 the 'Push-pull' sets (unmotorized) would also fill a much needed gap in the market.
Similar types are as follows:-

Class 411/420/421/430 (4CEP/4BIG/4CIG/4REP)

All Southern Region. Three livery variations - green, blue and blue/grey.

Class 313/314/315/507/508

Locations include Kings Cross/Glasgow/Liverpool Street/ Liverpool/Southern Region. Dual power with either 3rd rail and overhead pick-up, or 3rd rail only, or overhead only. Three or four car sets, two livery variations blue and blue/ grey. The two power cars are of identical design.

Class 317/455

Locations include Bedford/St. Pancras/Southern Region. One livery only in blue/grey.

Class 304/305/308

Locations include Euston-Carlisle/Liverpool Street-Enfield/ Fenchurch Street/Clacton/Ilford. Two livery variations blue and blue/grey.

Class 310/312

Locations include Euston-Carlisle/GE Main lines. Two livery variations blue and blue/grey.

Class 303/311

Locations include Glasgow Suburban/ MR Main lines. Five livery variations.

313001

507 026

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2P45

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APPENDIX

DRAWINGS/PLAN

I. Class 40 1Co-Co1

II. Class 47 Co-Co

III. Class 24, 25/3 Bo-Bo

IV. Class 26, 27 Bo-Bo

V. Class 59 Co-Co

40:02
40 106
40 106
No.1 END
No.2 END
5'-6"
8'-0"
8'-0"
18'-3"
34'-3" PIVOT CENTRES
67'-0" OVER BODY
69'-6" OVER BUFFERS
8'-0"
8'-0"
5'-6"
40:03
40 139
No.1 END
No.2 END
40:04
40:05
40:06
40:07
40:08
40 167

45:01
45:02
45:03
45:04
12'-10½" MAX HEIGHT
44:01
8'-10½" OVER BODY
46:01
44008
PENYGHENT
5'-6"
8'-0"
8'-0"
8'-0"
8'-0"
5'-6"
32'-8" PIVOT
67'-11" OVER BUFFERS
44:01
46029
46:01

47:01
D1661
NORTH STAR
D1661
No 1 END
No 2 END
4'5" DIA.
7'-3"
7'-3"
7'-3"
7'-3"
37'-0" PIVOT CENTRES.
59'-10½" OVER HEADSTOCKS
63'-6" OVER BUFFERS
12'-9½" MAX. HEIGHT.
1Z40
8'-9½" OVER BODY.
47:01
47:02
47:03
47:04
47:05
County of Norfolk
47 170
No 1 END
No 2 END
47:02

47 180
County of Suffolk
No 2 END
4'5" DIA.
No 1 END
47:03
47 701
Saint Andrew
No 1 END
4'5" DIA.
No 2 END
47:04
47 901
No 1 END
4'5" DIA.
No 2 END
47:05

25:04

27:01

27:02

YEOMAN

YEOMAN
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IM/mar/11907

30 January 1986

G P Hayes Esq
Replica Railways
[redacted]

Dear Mr Hayes

Richard Painter has asked me to reply to your letter of 17 January to say he is happy for you to make the models as requested, and to invite you to visit us on a mutually convenient date.

If you contact me on the above telephone number, extension 219, letting me know when you can come, we will do our best to ensure that the 59XX loco, PHA wagon and PTA wagon are available for your inspection.

Yours sincerely
Foster Yeoman Ltd

I Mason