



CAMBRIAN RAILWAYS PARTNERSHIP

LDO's report 04/02/15:

I have been in post since mid November 2014, and this report refers specifically to activities since that time. However, I should point out that in the 20 months prior to being employed as LDO that I have maintained an involvement in rail issues covering the Mid Wales region.

- Contributed to the Cambrian Lines report(s) for the Minister Edwina Hart prepared by the Shrewsbury to Aberystwyth Rail Liaison Committee.
- Attended meetings of the Cambrian Implementation Group and Cambrian Implementation Support Group
- Represented CRP at various meetings.
- Participated in launch of the Wales Rail Trains, produced by Mid Wales Tourism, along with Ben Davies ATW
- Attended a marketing meeting with colleagues from Heart of Wales line and Arriva Trains Wales to discuss opportunities for marketing new enhanced rail services in 2015
- Produced a new pocket/folding timetable (out of print for 2 years) for the December 2014-May 2015 time period
- Met with Val Hawkins of Mid Wales Tourism to initiate discussions for collaborative working on some aspects for the benefit of the lines.
- Attended workshop/seminar organised by Welsh Government (Dave Thomas) at Shrewsbury on future of rail provision
- Attended meeting with Neil Buxton – CE of ACoRP along with other Wales & Borders region CROs to look at plans to work closer with both WG and ATW.
- Attended meeting with Dave Crunkhorn and Phil Caldwell to discuss progress on the Safety Film project initiated by myself in 2010(?). In the time during which there was no RDO in post the project has continued to develop into a 'Confident traveller' project and has attained a number of further awards thanks to the activities of Phil Caldwell, Schools Liaison Officer for ATW. This has been a hugely successful project which has demonstrated how this Community Rail Partnership along with ATW has had a real impact nationwide. The safety film continues to be the initial 'hook' which is proving extremely effective in reducing

the number of complaints by members of the public on trains, and reducing the number of 'incidents' in some areas.

Looking ahead:

The first meeting of the Cambrian Railways Partnership (with funding partners only in attendance) was held on the 27th of January 2015. A number of projects were discussed in brief for the RDO to research further and implement as and when appropriate.

The main focus over the coming months will be to work in a coordinated fashion with stakeholders to promote the enhanced services, focussing on commuting, social & leisure, tourism and any other opportunities that arise. A number of projects are already in the pipeline but must of course wait until any formal announcement is made on the exact nature of the additional services expected in May.

We are also about to embark on a second short film production, following in the footsteps of our initial, and highly successful 'First Class Safety' film produced approx. 3 years ago. Again, this will be a bilingual production and will fill an additional gap in the market that we have identified in providing young people/people with special needs with the information they require to enable them to make journeys by train confidently. This I hope will be another feather in the cap of a local community rail partnership that undertakes projects that ultimately will have nationwide benefits, but will also feature our Cambrian Lines.

I would hope that I would be able to work with both the SARLC and the Cambrian Coast Railway Liaison Conference as part of my programme of work/projects.

Over the next few months I will be preparing and arranging the distribution of marketing materials at various locations along the lines. I'm keen to ensure that all areas of the lines are featured where possible, including of course (alphabetically) the extremities of the lines - Aberystwyth, Pwllheli and Shrewsbury.

Diolch

Rhydian Mason

Swyddog Datblygu, Partneriaeth Rheilffyrdd y Cambrian
Rail Development Officer, Cambrian Railways Partnership

 Ffôn/Tel: 01970 633432

 Sym/Mob: 07792 319085

 rhydian.mason2@ceredigion.gov.uk

www.leinycambrian.co.uk / www.thecambrianline.co.uk

c/o Ceredigion County Council
Canolfan Rheidol
Rhodfa Padarn
Aberystwyth
Ceredigion SY23 3UE