



## **LDO's report May 13<sup>th</sup> SARLC meeting.**

### **Aberystwyth Station Shopmobility project:**

Following some months since this was first discussed, am pleased to report that we now have an agreement with CAVO/local shopmobility service providers to provide a 'meet and greet' service at Aberystwyth Railway station to cater for those people requiring assistance with their mobility. This service will be open to those people arriving by train at Aberystwyth Railway Station who have pre-booked a shopmobility scooter, and will be met at the station by a representative who will be on hand to provide the necessary training/briefing on use of the vehicle as well as do the scooter 'handover'. A specific area has been allocated at the station which we are working with shopmobility providers to get signposted and marked. This is all with the full co-operation of Arriva Trains Wales and is another example of how we are able to facilitate projects for the benefit of those people who may need some additional assistance.

### **A Helping Hand – film project and follow up:**

We continue to receive excellent feedback from the film and it remains in my opinion a shining example of how a community rail partnership can work with a train operating company to produce something with far reaching positive impacts on a wide range of people.

This film has now helped influence ATW's own in house training programme across the franchise area to the extent that training concerning the Orange Wallet scheme is being rolled out to all public facing staff, and all staffed ticket offices are now displaying 'Orange Wallet accepted here' stickers on doors.

We hope to influence other TOCs (particularly those within the Arriva UK group!) to benefit an even wider audience across the UK.

We plan in the near future, with the assistance of Liz Saville Roberts MP to hold a presentation on this project at Westminster.

### **Poster Cases**

20 large scale poster cases have been purchased and are in the process of being erected at selected Cambrian stations. We hope to purchase more cases this year to have at least one case for the use of partnership and/or community projects at each Cambrian Station. ATW's station care team have been deployed to undertake the work of erecting the cases.

We have a number of posters created by school pupils as part of an outreach project which will be displayed initially in the cases, we also have produced some posters to accompany our newer leaflets as well.

**Publications:**

We now have 2 new tourism brochures available – our ‘Beaches and Castles’ leaflet featuring every beach and castle on the Cambrian Lines, and a third in our series of ‘Wales on Rails’ Leaflets, which we have produced jointly with the Heart of Wales and Shrewsbury-Chester lines. These were both distributed and very well received earlier this week at a ‘Community Rail in the City’ event which I attended, held at Birmingham New Street Station.

**Community Rail Wales**

Community Rail in The City – Birmingham New Street station 11/05/16.

On Wednesday some of the UK’s main railway stations were invaded by community rail partnerships as part of a nationwide event organised by ACoRP (Association for Community Rail Partnerships). I along with colleagues from Heart of Wales, Shrewsbury-Chester, and Conwy Valley lines, attended at Birmingham New Street, promoting our respective lines and giving the passers-by reasons to come to Wales for their day-trip, short-break, or summer holiday. We engaged with hundreds of people with a genuine interest/curiosity and I hope that this is an event that we can build upon in future and invite some of our tourist attractions to attend as well.

**Website**

Visitor numbers are increasing as expected with the tourist season upon us, and it is interesting to note a significant increase in visitor numbers to the relevant facebook and twitter pages as a result of our event in Birmingham this week!

**Please refer to our annual review for further information.**

**Diolch yn fawr / Many thanks.**

**Rhydian Mason  
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Cambrian Railways Partnership  
12/05/13**