



PARTNERIAETH RHEILFFYRDDY
CAMBRIAN
RAILWAYS PARTNERSHIP

LDO's report for SARLC July 2015:

Much progress has been made on a number of fronts, but particular time, attention and efforts have been made linked to the introduction of the enhanced rail service on the Cambrian lines which began in the recent May timetable change.

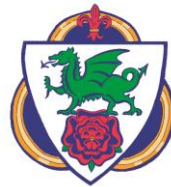
In summary, the main activities undertaken in this context are:

- Continued involvement and direct input as part of the group of 4 'exec' of the Cambrian Implementation Group, a group sanctioned by the Minister for Science, Economy and Transport – Edwina Hart, and working alongside colleagues from Arriva Trains Wales, Network Rail, and a multitude of user groups within the Cambrian Region
- Organised launch events, press releases, media attendance, and 'welcoming parties' for the first (week) day of the new May timetable, focussing on one of the additional services departing Aberystwyth at 1230 on May 18th, with co-ordinated celebrations as the train passed through other stations on route to Shrewsbury.
- Prepared two linked promotional campaigns (which are still ongoing and have no set 'end' date' aimed at increasing awareness and uptake of the Cambrian lines rail services in their new enhanced form (this is in addition to the May-December Cambrian timetable we produce)
 - *"Is it a bird, is it a train" campaign:*
 - This is a simple campaign aimed at highlighting to employers and employees about the enhanced opportunities that now exist between Aberystwyth, Pwllheli and Shrewsbury for commuting to and from work to suit a nominal 9-5 office day. The brochures include information for employers in terms of travel planning opportunities and their obligations, and also directly targets employees in a light hearted manner. This campaign gives the opportunity to target specific places of employment with foyer exhibitions and face to face

discussions, and also gives an opportunity to work alongside other organisations such as Traveline Cymru within the Cambrian region. Leaflets and posters have been produced and distributed generically, and we will also continue to organise employer visits as time allows. This campaign is valid for as long as leaflet stocks allow, and of course for as long as a peak hourly rail service exists on the Cambrian. 2 'roll up' banners have also been produced, currently they reside at Aberystwyth and Machynlleth stations.

- *“Connections by Cambrian” campaign:*
 - This is a campaign aimed at simply highlighting the journey opportunities possible by rail, simplifying the often off-putting need to make connections at other stations. In essence this product explains that most of the UK is accessible by rail from the Cambrian with only up to 2 rail connections required, predominantly only 1 change though, at either Shrewsbury or Birmingham. Double Royal PDF files have also been created to enable ATW to print off copies of these posters as opportunities allow within the Cambrian part of the ATW network, to be displayed at stations. Stocks have now arrived and I hope to organise a photo-opportunity within days so that I can go ahead and launch (and distribute) the leaflets and posters.
- Attended meetings of and contributed to the Cambrian Lines report(s) for the Minister Edwina Hart prepared by the Shrewsbury to Aberystwyth Rail Liaison Committee / Implementation Group
- Represented CRP at the Cambrian Coast Rail Conference
- Attended and co-led workshop/seminar organised by Welsh Government at Cardiff City Hall on future of rail provision
- Continued progress on the new accessibility film – “A Helping Hand” . At time of writing this the Welsh and English language films are complete and have been shown to special needs' students at various locations, with subtitled versions to follow soon. The film, along with the previous film “First Class Safety” can be viewed online on Youtube, using “Cambrian Lines” or “Helping Hand Cambrian” as search terms.
- Have had an initial informal meeting with Wetherspoons (Aberystwyth) deputy bar manager regarding the potential for a joint project to promote 'aleways'. Wetherspoons have branches all over the Cambrian lines, usually very near stations – Aberystwyth, Pwllheli, Newtown, Shrewsbury. Hopeful that I can persuade them to fund or contribute towards the project.

- Continued development to the website, adding pages and updating information where possible. This is supplemented by additional support 'tweets' on social media, which is successful in bringing additional visitors to the website.
- Prepared nomination packs for the 2015 ACORP awards, to be held at Torquay's Riviera International Centre Thursday 1st October. The Cambrian Railways Partnership has prepared 6 nominations in 6 categories in the awards, shortlisted nominations will be announced early in August.
- New 'brand' for the CRP: as part of our public facing brand, I have organised for a fresher, more modern brand to be used on our publicity materials. The previous brand was the old Cambrian Railways heraldic shield/coat of arms (or a version of it). The new one contains the two elements (Red Tudor rose and Green dragon), but they are now separated and are supplemented by the full wording of the name of the partnership.



Looking ahead:

Existing Publications:

Limited stocks of 'previous' publications still available; these will be used up until no more remain, and maybe we can look at consolidating some of them into a single guide (i.e. all gazers together, all WoR together) to cut down on costs whilst providing good information for users.

- Coast Gazer
- Country Gazer
- Safari Gazer
- Wales on Rails 1 (Families)
- Wales on Rails 2 (Couples)

If anyone requires copies of the above or those mentioned earlier, please contact me on rhydian.mason2@ceredigion.gov.uk

New publications – for consideration and pending adequate funding:

Generic guide to the Cambrian Lines (for locals and visitors)

- To re-introduce the railway line in the context of the additional services from May, suitable for both locals and visitors.
- Could explain how accessible most of the UK is from the Cambrian based on 0 connections, 1 connection, 2 connections away (e.g Birmingham is 0 connections away. London is 1 connection away. Leeds is 2 connections away etc etc?)
- Could explain journey time permutations for different needs – e.g. accessing appointments, commuting, leisure etc.

Wales on Rails (Heritage) – joint project using Shrewsbury as a ‘base’?

- If we reprint/update the first 2 editions of ‘Wales on Rails’ there is an opportunity to produce a 3rd one focussing on a heritage based short break using Shrewsbury station as a hub, and a ‘run out’ along the Cambrian towards Newtown (Robert Owen, Pryce Jones, Textile Museum etc), a run out along the Heart of Wales Line (Llandrindod Spa Town, Llandovery Drovers etc), and a 3rd run out towards Pontcysyllte? This could involve 3 partnerships and would be a great boost to Shrewsbury’s stature as main hub for tourism for short domestic breaks.

Walking and Cycling:

- A further project along with NRW (formerly CCW) to produce a ‘rail user’s guide’ to the Wales Coastal Path. Initially based on the Cambrian Coast Line, this ‘could’ be rolled out to other suitable lines via the TOC? (TIC’s are still asking about the Walking guides once produced by the CRP, and this should be a consideration – but on the proviso that they are produced in a more efficient manner. Maybe look to work closer with Mid Wales Tourism and their innovative apps?)

If anyone has any questions or comments, please do not hesitate to contact me at rhydian.mason2@ceredigion.gov.uk

Ends.