



## **LDO's report November 2016 for the joint meeting of Cambrian liaison groups.**

### **Shopmobility at Aberystwyth**

At the time of preparing this report we are in the process of organising logistics in terms of erecting a new purpose made sign. I am also awaiting a response from Dawn Toland in terms of how to 'launch' this facility. I will be working with ATW and Dawn in terms of preparing a press release and a photograph for the press.

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

No further progress to report apart from the fact that the film is still being successfully used as part of the Confident Traveller project. Phil Caldwell and myself have suggested to Prof. Paul Salveson that the hugely successful and innovative Confident Traveller Project is mirrored within other TOCs who are part of Arriva Group.

The Orange Wallet Scheme and the Helping Hand film are now also used and promoted by Dangerpoint of Colwyn Bay. Dangerpoint is a road/traffic/rail safety centre/resource for children and young people which covers all of North Wales. Working alongside Dangerpoint, the partnership is funding a simple safety brochure which they have prepared using their own expertise in this field to accompany our Helping Hand film.

We have also engaged with an organisation called TAPE, also in Colwyn Bay who specialise in community media projects, working in particular with young people and young adults of all abilities. Through them we have met a young adult called Robert Mann who is an aspiring and very expert photographer. Robert has Aspergers syndrome and uses an orange wallet to help get around by train. We are hoping to work with Robert to commission (along with ATW) a series of photographs taken by him of the Cambrian lines that can then be displayed at various local stations on the Cambrian as part of a mobile exhibition. We are also planning to exhibit at other major stations in the ATW network.

### **Library initiative**

Ceredigion Council's Library Service are now keen to participate with us on this project, and I hope to be engaging with Ysgol Craig yr Wylfa (Borth) in the new year on this, arranging a visit to the library in Aberystwyth, with the journey to be made by train.

### **Caersws community sign / Mid Wales Arts Centre**

No progress to report.

### **ACORP Awards:**

Since the last meeting of the partnership we have been successful in attaining a second overall prize in the 'small projects' category for the station displays based on the work surrounding the Confident Traveller Project where schoolchildren's own safety posters are

displayed at their local stations. The poster cases were funded by ourselves and are located on numerous stations on the Cambrian Coast.

### **New 'promotional' film**

The new promotional film is ready and we are now working a strategy by which we can get it 'released' on social media with a view to achieving 'like and share' (i.e. a process by which we persuade viewers to share the link amongst friends – like a chain letter). We will be using hashtags such as #iknowbetter, #walesonrails, #cambrianline etc as well.

The film has been prepared specifically to achieve good 'hit rates' for social media, and we have an opportunity to trial a social media enterprise system at a reduced rate for a few months should we wish to do so.

### **Safe Crossings Campaign:**

We have now completed our procurement decision process and can confirm that we will be working again with AMP productions who have excelled with their professional work with us over a number of years. We plan to have an information film ready for use by the end of the current financial year, working alongside Network Rail, Arriva Trains Wales, making use of local people and resources within it. The Wales YFC movement have already expressed their support and backing for this project so we hope to work with them during the summer to promote a safety campaign throughout their networks, and those of other rural groups such as the farming unions.

### **Publications**

The Cambrian Trailways booklet is currently in progress with maps and illustrations being prepared. This is scheduled to be ready in time for the end of the current financial year.

'Connections 2' as advised at the last meeting will also be produced in time for the end of this financial year.

### **Community Rail Wales**

In October I joined my counterparts from the other Wales & Borders community rail partnerships to meet with Cabinet Secretary Ken Skates. He is keen to establish regular meetings with ourselves and has a good understanding of the wide and varied successful work of CRPs to date, and also the strategic role that some of us are doing and he is keen to see partnerships develop to be more a part of the 'rail' world.

### **Welsh Government Community Rail Capital Fund Grant applications**

At time of writing I am still awaiting the 'results' of our 3 applications for shelters at Welshpool, Dovey Junction, and Llanaber.

**Rhydian Mason**  
**Rail Development Officer**  
**Cambrian Railways Partnership**  
[rhydian.mason2@ceredigion.gov.uk](mailto:rhydian.mason2@ceredigion.gov.uk)

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