



Rail Development Officers Report May 2018

Improving links with local communities and their railway

Two level crossing safety videos have been shot in Q4 by a local media company financed by the Cambrian Railway Partnership and Network Rail. These videos will then be distributed to schools, holiday parks and younger farmer associations throughout 2018-2019.

Robert Mann has recently supported Community Rail Lancashire with their working with young people with Autism project. This is following a recent meeting between both officers at an ACoRP event in Milton Keynes where the recent "Helping Hand" video was shown to other Community Rail Officers. CRL has 6 lines so this is a huge development for the Confident Traveller Programme.

In Q1-Q3, three Tales on the Rails events are being held in partnership with The Welsh Books Council, using the Visit Wales "Year of the Sea" theme. Each event will run over 3 days enabling us to transport approximately 100 children from various schools.

Each event will be a dementia intergenerational event where young people will then read old tales and fables of the sea with people with dementia and then a child's dementia friends session will be held for the children.

Continual improvement and development of existing rail services and infrastructure

The strategic meetings continue and the RDO was asked by WG to be the lead for Equality and Diversity on the project. The RDO has organised a disability and equality consultation event scheduled for Q1 where groups will be invited to come and look at the plans and to answer some

questions. These responses will then feed into the EqIA document that Capita are preparing for the project.

Local line-specific timetable production

The May 2018 - December 2018 pocket timetable has now been signed off for printing and will be distributed to TIC's and any organisation that require them. If you know of any organisation that would like some, please contact Claire Williams at Claire.williams@ceredigion.gov.uk

Surveys

Whilst no work has been done on any surveys since the last meeting, the RDO met with representatives from the DfT. TfW, WG and other Community Rail Officers and user groups at Shrewsbury to share views and ideas on the future of Community Rail. The RDO then responded on behalf of the Cambrian Railway Partnership to the U.K. Government Consultation on Community Rail. Further meetings are planned when the new franchise operator has been announced.

2018/2019 Promotional Campaign

Following a meeting with CADW and ATW to discuss revamping and further continuing the "Beaches and Castles" brochure, with a 2 for 1 admission agreed to CADW sites upon presentation of an Arriva train ticket to the relevant destination. We have also managed to secure a discount for Arriva trains passengers on an annual subscription to CADW membership package. The new leaflets will be ready in Q1 in preparation for the promotion to start.

Following on from the invitation to tender, Equinox Communications in Cardiff were successful and awarded the tender for the creation and management of a complete Year of the Sea social media campaign along with continued management and maintenance of the new Wales on rails website.

The website has been completely revamped and follows Visit Wales guidelines and branding requirements. This can be viewed at www.walesonrails.com The website is completely bi-lingual and whilst the new website development is still in its infancy, the data we have received from equinox has shown a massive increase on engagement.

Reports and Meetings

The RDO attended the Cambrian Coast meeting and presented to them her quarterly report, along with a presentation on the new wales on rails website mock up.

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09/05/2018