



## **LDO's report 06/11/15:**

### **A Helping Hand – film project:**

Since the last meeting we have now completed our major project for this year, namely the 'Helping Hand' / '*Help Llaw*' film for young people with special needs, and it was shortlisted for an ACoRP award in the 'Passengers Matter' Category, which it won, much to our delight.

The film has also been submitted to the UK Rail Industry Awards, a national corporate awards event which, if successful, would present further opportunities for this partnership in terms of the far-reaching and positive impact that the film as a whole, and indeed our other projects and publications could achieve.

In addition to this, during meetings with Lord Dafydd Elis-Thomas, he has agreed to present opportunities to us (as a sponsor) where we would be able to show the film and address members of parliament, assembly members, peers and senior civil servants at both the Senedd in Cardiff and at the Palace of Westminster in London. Arrangements for this are ongoing between myself and Lord Dafydd Elis-Thomas' office.

The film has now been shown to a number of organisations and groups and is receiving hugely positive feedback.

### **Aberystwyth Station Shopmobility**

Continuing on an accessibility theme, I have been working with CAVO on improving access to Shopmobility at Aberystwyth Station. Working in conjunction with David Crunkhorn, we now have the beginnings of an agreement in principle to have a designated 'shopmobility meeting point' at Aberystwyth station, where Rail passengers who have pre-booked a shopmobility scooter will be met at the station at a designated point, where they will be given any instructions required on using their scooter in a dry/covered environment. We are also looking in conjunction with ATW locally and CAVO on the option of being able to store one or more scooters in an additional designated site.

### **School Posters Campaign**

I have been working to assist Phil Caldwell of ATW with the School Poster Campaign which is the culmination of the schools' outreach programme which was brought about the first film that the CRP Produced – "First Class Safety". The posters have been part of a programme in which each pupil was tasked with designing a safety poster, with a number of them to be displayed at stations local to their school.

**Publications:**

Preliminary work is underway on a Shrewsbury based leaflet to encourage the use of Shrewsbury as a rail head for days out by train on the Cambrian, Heart of Wales, and Chester line. This is being led by CRP, and we are in the early process of identifying suggested ideas for 'days out by train' on each of our lines, and also to identify suggestions for what to do during the evenings at Shrewsbury. I have already met with Tim King of Shropshire Tourism, David Edwards of the HOWL and Sheila Dee of Shrewsbury Chester line to discuss this project and we are all in agreement that this would be an excellent example of a joint-project between our organisations.

Looking ahead, I am gathering information slowly to put together a visitors/tourists leaflet based on Beaches and Castles – this will tie in somewhat with Visit Wales' Year of Adventure theme. I have been given copies of some French railway brochures which are quite effective in promoting destinations with beaches and castles (aimed squarely at tourists) and I would like to think that we would be able to run our own version of this campaign bearing in mind the fantastic beaches and castles that we have in this area.

**Cambrian Implementation Group:**

As part of our involvement in the Minister' sanctioned group, I have been involved in the organising of focus groups and surveys during October. The results of the focus groups and surveys will be presented in due course once the Minister has acknowledged her own sight of it.

I am also dealing with Caersws Community Council in looking at potential opportunities for a more suitable car parking arrangement for the station there along with the Implementation Group.

**Community Rail Wales**

I along with my counterparts on other lines in Wales have met with the Minister in October to see how the partnerships work could be further (or better) supported by Welsh Government. The meeting was a very positive one and are jointly working on a report for the Minister to outline how Community Rail in Wales could feature more prominently in any future franchise arrangement.

**Website**

Visitor numbers to the website are still increasing, with the majority of visits coming via facebook and then twitter links.

Gyda diolch am eich cefnogaeth.

Rhydian.