

CRP Steering Group Meeting - via Zoom

11am - 1pm Thursday 30th April, 2020

[Please find the accompanying agenda and papers at this link.](#)

Attendees:

- Zoe Antrobus, Dawn Lyle, Evie Redford, David Jones - 4theRegion
- Hugh Evans, Katie Powis, Geraint Morgan - TFW
- Lisa Denison - Heart of Wales Line
- Jennifer Barfoot - My Train Wales
- Iwan Thomas - PLANED
- Geraldine Williams - Tourism Development Officer, Swansea Council
- Liz Williams - Pembrokeshire Tourism
- John Davies - BayTrans
- Jeremy Martineau - Fishguard Goodwick Chamber of Trade
- Rhiannon Jane Raftery - Community Rail Network (old Acorp)
- Sarah Hurst - Pembrokeshire National Park
- Hatti Woakes - North Pembrokeshire Transport Forum
- Jeremy Martineau - Fishguard Goodwick Chamber of Trade
- Philip McDonnell- Swansea Environmental Forum
- Paula Ellis - Retreat Hotels, Chair of South West Wales Tourism Forum
- Becky Lloyd - Transition Bro Gwaun
- Lucy Heavens - Swansea Wellbeing Centre
- Jane Tonks - Uplands Living Streets, Bikeability.
- Jayne Cornillius - Sustainable Transport Officer, Swansea University
- Bernie Davies - Introbiz
- Helen Boyle - Marketing Manager, First Cymru
- Leila Thornton - NRW
- Peter Absolon - Pembroke Rail Travelers Association
- Jeffrey Moreau -Tourism Swansea Bay

Not in attendance, keen to be involved going forward:

- Huw Parsons - Carmarthenshire Council
- Gitti Coats Haver Hub
- Adam Smith - Village Hotel, Vice Chair of the Swansea West Wales Tourism Board
- Marten Lewis - Bluestone (furloughed at the moment)
- Peter Austin - Swansea Bay City Deal
- Matthew Daniel - Swansea FC
- Karleigh Davies - NTPCBC
- David Madge / Carl Gough - Social Business Wales
- Bruce Roberts - Swansea Bay Business Club

Starting Notes:

Bring together a wide variety of people. The intention for the SWW CRP may be different from how others have operated. We want to create a cross sector, diverse CRP that can break down silos across the four regions. We are passionate about the best outcomes for the region - socially, economically and environmentally.

We want to be the host for a CRP that isn't just about trains.

We want to:

- Bring together organisations, businesses and people to create a shared sense of who we are as a region.
- To communicate everything that is great about SWW.
- To encourage people to travel, work and explore.
- Amplify awareness about what SWW has to offer.
- Celebrate vibrant culture.
- Support communities.
- We want to showcase the fantastic places across our region.
- Improve accessibility of rural and coastal destinations.
- Use train stations as business and community hubs.

We do not want to override or replicate the work of others, we want to support and work together. We are stronger when we work together as a bigger region.

As hosts of the CRP, 4theRegion is not an expert on train services. We want to increase visitor numbers and boost the visitor economy. It is not a rail forum, we want to use this meeting to focus on the opportunity to leverage the services and train system that we already have, in order to unlock potential and opportunity for everything else.

Hugh Evans, Head of Community Rail, Transport for Wales:

5 Regional Partnerships, primarily in the North. Heart of Wales Line in South. Melanie Lawton Involved with a North Wales CRP.

There is potential for integration and working together with the Heart of Wales line, due to the overlap with Swansea as a station. How do we encourage people to use the trains for education, health and social causes?

Many CRPs are hosted by local authorities, but are primarily transport lead. As Dawn said, this is not about "tracking trains", it is about the Well-being of Future Generations Act. We want to focus on social, environmental and economic aspects. As we introduce more CRP, I see that

this model will be spread across Wales more and more. We will focus on communities, not just rail. We want to feel pride in what we're doing around developing along the transport line. Are Social Commission Development Plan - How can we reuse disused space and bring it back to life?

Unfortunately, some stations in SWW are owned by other organisations (Network Rail) so we cannot directly affect certain stations . Perhaps there is potential to influence them?

Katie Powis, Stakeholder Manager for TFW

katie.powis1@tfw.wales / 07493 060539

Stakeholder managers cover new trains, timetables and new projects. We conduct a lot of workshops and forums.

Katie is open to 1-2-1 meetings via Zoom/other platforms during lockdown.

(Katie could be a bridge to connect with other relevant contacts regarding the CRP)

Lisa Denison, Heart of Wales Line CRP

Interesting to hear what is happening. Lisa came from a background unrelated to trains and rail.

All CRPs have their own identities. HoW is independent from local authorities, but works closely with them. Lisa feels that she works closely with the close-knit rural villages along the stations.

Key Assets

- Leased on Llandovery station, development worked close on NWR and Arriva. It's a cafe, art exhibitions, model railway section. Adds to the environment and interest. Cafe and garden space run by volunteers. The funding comes back into the partnership. Provides an engaging platform for the elderly, railway enthusiasts and artists. There's potential to build on this.
- Heart of Wales Line Walking Trail, a long distance walk of 141 miles. Connects all stations along the line. Devised by train and walking lovers. (Les Lum???) It's difficult to monitor an exact number, but 100s of people are using the walking trail and railway. Providing economic benefit to tiny communities. Reflection of the slow-living movement. International and national coverage of the walking trail. Overwhelmingly positive response.

Heart of Wales has a strong identity. A lot to build on for SWW.

Before lockdown, Lisa held 6 out of 10 informal meetings up and down the HoW line to discuss community businesses. "How does your community use the rail?" Lockdown

makes the job difficult, as the role involves a lot of listening and talking to residents of each area.

How did you market the meetings?

Lisa chose community venues based on engagement via social media. Contacted community centres, there was a hope of engagement via word of mouth. Hit or miss, some more than others.

Jeremy Martineau Comments: The opportunity to use rail to enjoy the Fishguard area is an obvious one. With PLANED and leader funding ready before Easter, they were ready to launch North Pembrokeshire Tours.

Jeremy's comment on names: Wild West - Celtic Corner - Celtic Crust?

Lucy Heavens Comments: Is there a way to capture the hearts and minds of people to see if we can harness the awareness of 'things could be different'.. do we love the less pollution, the escape from the rat race ... can we now, having seen that we could avoid unnecessary journeys in the car... can we create something for people to 'pledge' to the environment any steps they can personally take to bring lessons from lockdown into a bright clear future for our environment.

The Wellbeing Region is simple and speaks volumes. It is a broad term and does not preclude people.... as everyone had an interpretation of what wellbeing is..

CRP Name Concepts:

We are a very diverse region. We want to co-create a name to create a sense of shared identity. Talk of engineering and creative economy in Swansea's VIBE meeting. Identify the value of what our region has to offer.

Name Choices:

- Wellbeing Region
- Connected Communities
- Region in Motion
- The Wild West
- Lucky Country
- The Connected Region

Breakout Room Workshops:

Breakout Room 1: Evie, Katie, Jane Tonks, Iwan Thomas, Jennifer Barfoot

- Jane Tonks: It's hard to pick a name to cover a complex area. Caution that it's related to transport, connectivity. Eg: Wellbeing Region: Related to health board?. Region in Motion - moving forward towards progress.

Iwan: Connected Region: We could be clever in how we market connected region. What do we want to promote? We can determine what we promote. Connected to wellbeing, tourism, etc, there's more scope for this name. Region is too close to transport.

Katie: Connected Region stands out. From a marketing/PR view, with 4theRegion being hosts.

Breakout Room 2: David, Hatti, Liz, Peter, Jeremy:

We felt that there's confusion between the identity that 4theRegion wants and CRP. The CRP is but one project. The name depends on whom it wants to resonate. If it's a marketing tool to bring people to the region, (that's what CRP is about), The group liked Wild West. What is the purpose of the name and to whom is it addressed?

Hatti mentioned, because of - N. Pembrokeshire and S. Pembrokeshire are totally different. Perhaps an identity to link the region isn't worth the effort.

Breakout Room 3: Lisa, Sarah Hurst, Rhiannon

They enjoyed the concept of the name Wonder Region, but were playing with names Wonder-full West

We had the conversation about how these names could translate into Welsh.

Breakout Room 4: Hugh, Becky, Jane, John, Geraldine, Lucy:

The strengths of who we are as a region. Who is the name for? South West Wales Connected was aligned as a potential name. Jane mentioned the importance of Welsh translation as well.

It's a big region geographically. We could identify people who are skilled in different areas and bring them on. There are many great things in SWW. Those who can set up these campaigns are valuable.

--

In retrospect, the names that the majority seemed to gravitate towards primarily were centered around The Connected Region and the concept of Connected/tion.

End discussion:

- Geraldine: The wider area of SWW has many aspects. It's difficult to define the identity of this large region. "As Wild As You Want It" Campaign, based on activities outdoors. Another based on writers routes/roots. "One Big Garden" campaign. If you focus on one, you might miss out on other strengths, Regional Tourism Partnerships were replaced by the Visit Wales regional team. Do we need someone from there on this forum and hear from them? It's not just about tourism, we are connecting communities. We are still working on it and the project has just started.
- Becky: I also want to add that the 'Go North Wales' brand has been very successful as a Tourism Marketing Campaign and it is simple as it says what it is. Clear messages I think have the best impact.
- Iwan: What we need to do is use this opp to overcome divisions in our region and turn it into a strength. We are a region of diversity. Nervous about the conversation about tourism, but we need to connect to skills and education, connected for work, connected to the food and drink we have across the region. Delta Lakes Well-being Village. We use the name Connected, if we're smart, we can bring it together.
- Lucy: We need a strong strapline that everyone can get behind.
- Hatti: Open to All. Connection implies movement. We exist for transport and I can see those points.
- Jane Tonks: We are SWW. South West Wales Connected.
- Jane Cornelius: Keeping it simple and showing why the rail is there, is the perception of it. SWW Connected is simple and says it all. No point having a strapline or logo only for people to have no idea what it's referring to.

After Meeting Comments:

Jennifer: The connecting concept seems to be a way forward.

Lisa: There's a strong message which is about not promoting travel on the trains during this lockdown time.

Rhiannon: Willing to have a conversation with Dawn and Zoe regarding the networks and groups. Four pillars of community rail.