



South West Wales Community Rail Partnership

STEERING GROUP MEETING

11am Thursday 30th April 2020
via Zoom Video Conference

AGENDA & PAPERS



AGENDA

- Introductions from attendees - your name and organisation
- Dawn Lyle, 4theRegion, to introduce purpose & priorities of the new CRP
- Hugh Evans, Head of Community Rail, Transport for Wales Rail / Keolis Amey
- Lisa Denison, Heart of Wales Line CRP - what do they do?
- Comments / Questions / Discussion
- **Choosing a name for the CRP**
- Small group discussions, feedback / suggestions to main group, discuss and vote for favourite ideas
- **Proposed Activity Plan for May-June-July**
- Discussion, what would you like to see the CRP doing? What content would you like to see on the website, who is already doing what? Who should we connect with? Who else should be involved? How can we collaborate not duplicate?
- **Date of next meeting, 11am Thursday 28th May 2020**



South West Wales Community Rail Partnership **INTRODUCTION**



RHOSYN FARM

Hot Dog - old spot	£2
Bacon Roll	£2
Burger - Best quality meat	£2.50
Cold Drinks	£1
Tea/Coffee	80p



South West Wales Community Rail Partnership

WHAT IS IT?

The new Community Rail Partnership covers the four local authority areas of Swansea, Neath Port Talbot, Carmarthenshire and Pembrokeshire.

In partnership with Transport for Wales, 4theRegion is the host for a new kind of CRP that's not just about trains. It's about working with the communities, destinations and businesses of South West Wales, in order to co-produce a strong shared identity for the region, and to effectively communicate the many great reasons to live, work, travel around and visit our amazing region.

The South West Wales Community Rail Partnership will be a platform through which a diverse 'whole system' mix of organisations, businesses, communities, people and key stakeholders can come together to help South West Wales fulfil its potential for greater economic, environmental and social well-being.

We want to help the region of South West Wales achieve the 7 Well-being Goals of the Well-being of Future Generations Act:



**A PROSPEROUS
REGION**



**A RESILIENT
REGION**



**A HEALTHIER
REGION**



**VIBRANT CULTURE
& WELSH LANGUAGE**



**A MORE
EQUAL REGION**



**COHESIVE REGIONAL
COMMUNITIES**



**A GLOBALLY
RESPONSIBLE REGION**



South West Wales Community Rail Partnership

WHY IS IT REGIONAL?

The four local authorities do a great job of destination & tourism marketing, and each county has its own existing and successful tourism identity. We don't want to override or duplicate the good work that is already being done.

What doesn't exist is a joined up **regional** identity for South West Wales. Why does this matter? Because people, communities and businesses in South West Wales will be more resilient and have access to more opportunities when we're working together effectively as a region, not just on promoting tourism, but on access to employment, food supply chains, environmental regeneration, and developing our foundational economy.



South West Wales Community Rail Partnership

WHAT WILL IT DO?

BRANDING THE REGION

Creating a shared identity for the region is as much about how we see ourselves and who we want to be, as it is about how we communicate our USPs to visitors

SHOWCASING THE REGION

Through social media, website and other publications, the CRP will promote and celebrate brilliant things about all the places that make up the region

MAPPING THE REGION

An online map of the regional ecosystem - businesses, communities, destinations, projects - will help everyone understand our region better

EMPOWERING THE REGION

The CRP will support local people who want to work together to improve the wellbeing of their communities and enhance their visitor experience.



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PRIORITIES & ACTIVITIES

Initial community and stakeholder engagement has helped to identify the following priorities and activities for the CRP:

- Promote the region as a destination to live, work, invest, visit and flourish;
- Improve the visitor experience through more joined up working;
- Improve the accessibility of rural and coastal destinations;
- Improve perceptions of the region;
- Improve individual and community well-being;
- Develop the use of stations as business and community hubs;
- Develop business relationships and intertrading within the region;
- Map the region's assets and opportunities.

MAPPING THE REGIONAL ECOSYSTEM - DESTINATIONS, BUSINESSES, COMMUNITIES, ASSETS, OPPORTUNITIES, CONNECTIONS - CREATING WHOLE-SYSTEM AWARENESS

ADD A LISTING

- JOIN
- ADD ORGANISATION
- ADD BUSINESS
- ADD GROUP
- ADD PROJECT
- ADD PERSONAL PROFILE

SIGN-UP / LOG-IN

Please login

E-Mail

Password

Login [Forgot password?](#)

Carmarthen Train Station

© Mapbox © OpenStreetMap contributors



South West Wales Community Rail Partnership

WHAT CANT IT DO?

The Community Rail Partnership will not be an effective forum for talking about rail services or the performance of TfW. As hosts of the CRP, 4theRegion is not an expert in trains or services, and has no power to improve them. “Train business”, such as reporting service problems and lobbying for changes to timetables, will be signposted to TfW’s new Regional Stakeholder Forum. This, from TfW’s website:

“Our newly appointed Regional Stakeholder Managers will lead and manage local relationships, aiming to find ways to maximise the impact of our work and better understand local people’s needs to bring rail closer to communities. We are in the process of establishing a Pan-Wales and Borders Community and Stakeholder Board in addition to four sub-groups – regional community and stakeholder forums – with a varied membership including the Welsh Government, Network Rail, British Transport Police, local authorities, rail user groups, business groups. This Board and its sub-groups will improve collaboration between stakeholders, creating the opportunity to discuss our performance and progress as well as to provide us with valuable feedback that will allow us to continually improve and shape our plans.” <https://trc.cymru/community-partnerships>



South West Wales Community Rail Partnership **CHOOSING A NAME**





South West Wales Community Rail Partnership

WHY WE NEED A NAME

The creation of a Community Rail Partnership presents the opportunity to promote an empowering, aspirational and compelling sense of identity for South West Wales - not just from a tourism perspective but more holistically.

In co-producing a name, we are beginning to shape:

HOW WE SEE OURSELVES

WHO WE WANT TO BE

HOW OTHERS PERCEIVE US

Yes, it's about destination marketing, but it's not just that. This CRP is about unlocking the region's potential for greater economic, environmental and social well-being. Building a distinctive identity around our shared values, vision and USPs will support that wider mission.



South West Wales Community Rail Partnership

HOW THE NAME WILL BE USED

The most immediate deployment of the name will be in the URL of the new CRP website and in our social media handles. It will be used on maps, marketing campaigns and publications that the CRP might produce.

Beyond this, we hope that partners, communities and organisations across the region will see the value of using the new regional identity in their own materials and activity, as a sign of collaboration, shared interest, and commitment to regional working.

Ultimately, we hope to create a name that reflects what we love about our region and speaks to our aspirations, becoming, over time, a distinctive and empowering shared identity.

A decorative background collage featuring a yellow flower in the top left, a blue sky in the top center, a sunset over water in the top right, a field of sheep in the bottom left, a person in a green shirt in the bottom center, and a chalkboard menu in the bottom right.

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EARLY STAGE CONCEPTS

4theRegion has been out across the region talking to various people and groups about what they love about where they live, and what they think are the greatest opportunities for South West Wales. We've been asking,

WHAT'S SPECIAL ABOUT US?
WHAT DO WE WANT TO BE FAMOUS FOR?
WHAT WOULD A FLOURISHING FUTURE LOOK LIKE?

The following early stage names and concepts reflect the outcomes and ideas arising from those discussions. These are offered here as a basis for discussion and to spark more ideas. **We really want to know what you think!**



VIBE WORKSHOPS - DISCUSSING OUR VISION, IDENTITY, BRAND & EMERGING FUTURE



VIBE WORKSHOPS - DISCUSSING OUR VISION, IDENTITY, BRAND & EMERGING FUTURE



Wellbeing Region

SOUTH WEST WALES

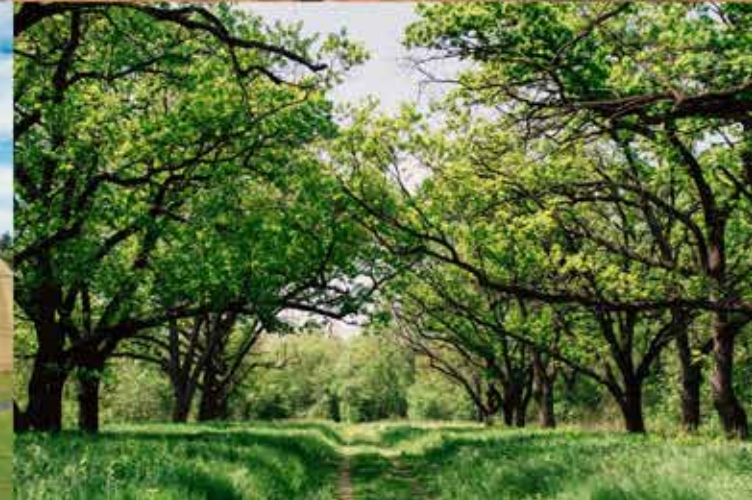


RHOSYN FARM	
Hot Dog - Old spot	£2
Bacon Roll	£2
Burger - Beef & cheese	£2.50
Cold Drinks	£1
Tea/Coffee	90p



THE WILD WEST

SOUTH WEST WALES





Connected **COMMUNITIES** SOUTH WEST WALES





REGION *in motion* SOUTH WEST WALES





the
Connected
Region





LUCKY COUNTRY

SOUTH WEST WALES



Wellbeing Region
SOUTH WEST WALES

THE WILD WEST
SOUTH WEST WALES

Connected
COMMUNITIES
SOUTH WEST WALES

LUCKY COUNTRY
SOUTH WEST WALES

REGION
in motion
SOUTH WEST WALES

the
Connected
Region

Please note, these are not logo designs, they are visual concepts to prompt discussion.

A decorative background collage featuring various images: yellow flowers in the top left, a blue sky in the top center, a sunset over water in the top right, a field of sheep in the bottom left, a person in a green shirt in the bottom center, and a chalkboard menu with food items in the bottom right.

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STRUCTURE

The CRP will comprise of a steering committee which shall be known as the Core Group, and a wider network, which shall be known as the Full Group.

Private and public sector partners in the Core Group will make a financial contribution to the partnership to support activities agreed by the Core Group in the the Annual Activity Plan.

The Full Group will bring together a diverse mix of people and organisations who share the mission and goals of the CRP, and who wish to be involved in shaping and delivering projects and initiatives under the banner of the CRP.



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ACTIVITY PLAN MAY-JULY 2020

- ESTABLISH CRP WEBSITE & SOCIAL MEDIA - WHAT SHOULD BE ON THE WEBSITE?
- COMMUNITY MAGAZINE AS A MEANS OF ENGAGING WITH COMMUNITIES & BUSINESSES
- WRITE TO STATION ADOPTERS & TRANSPORT GROUPS INVITING INPUT / INVOLVEMENT
- RESEARCHING & MAPPING BUSINESSES, COMMUNITY GROUPS, TRANSPORT PROVIDERS
- WRITING TO LOCAL COUNCILLORS TO INTRODUCE CRP, INVITE INVOLVEMENT
- WHAT ELSE?



South West Wales Community Rail Partnership

GET INVOLVED

The COVID-19 crisis has affected our plans for the recruitment of a Community Rail Officer and put on hold the planned events and conversations across the region. In the meantime, we are forming a temporary steering group to help us shape the CRP and its activity, so that we are well placed to move forward when the crisis is over. We will meet online via Zoom video conference.

If you would like to be part of the temporary steering group, or if you have feedback or input you would like to contribute, please email dawn@4theregion.com and zoe@4theregion.com, or call 07789 226 457.

Thank You!