

## **STRATEGY FOR HEART OF WALES LINE TRAVELLERS' ASSOCIATION (HOWLTA) December 2008**

### **1. Aims of HOWLTA**

- Retention and development of the line.
- Representation of users, potential users, supporters of the route and their aspirations, including relationships with Heart of Wales Line Forum (HOWLF) and Heart of Wales Line Development Company (HOWL Dev Co).

### **2. Relationship between HOWLTA and the HOWL Forum**

- HOWLTA is a member of the HOWLF and is a channel of communication from users/potential users/supporters of the line to and from HOWLF.
- HOWLTA provides practical and financial support for some of HOWLF's and HOWL Dev Co's activities.

### **3. HOWLTA's Objectives (subject to annual review)**

3.1 Stage One = fifth train as soon as possible (meaning an end to end journey between Shrewsbury and Swansea in each direction on Mondays to Saturdays).

Stage Two = additional evening trains.

Stage Three = by December 2011, a two hourly interval service (end to end), seven days a week

3.2 Improved stations facilities including a reliable real time information system; at certain locations better personal security for passengers; improved access and interchange.

3.3 Provision of improved infrastructure to allow a significant speeding up of services and improved station/terminal facilities for passenger trains (including excursions) freight and parcels traffic.

3.4 Rolling stock to be more appropriate for the users of the line in terms of comfort and on-train facilities.

3.5 Improved integration with other trains services and bus services.

3.6 Resources for management organisation and development of the route to be more appropriate and locally focused.

### **4. HOWLTA's Methods of achieving these aims and objectives in broad terms**

4.1 Greater involvement of HOWLTA station reps and ATW station adopters.

4.2 Greater involvement of HOWLTA members.

- 4.3 Attendance at external events to raise awareness of HOWLTA and the service (eg incoming charters; shows).
- 4.4 Creation of HOWLTA events to raise awareness of HOWLTA and the service (including chartering trains or group travel).
- 4.5 Increasing membership in all age groups.
- 4.6 Improving communication with members including Presidents and Vice Presidents.
- 4.7 Improving communications with users/potential users/ supporters of the line.
- 4.8 Improving communications with the rail industry and other relevant interest groups and stakeholders.
- 4.9 Improving methods of mobilising membership.
- 4.10 Creating increased income for the Association to finance the achievement of its aims and objectives.
- 4.11 Improving political campaigning to achieve HOWLTA's aims and objectives by:
  - Influencing local and national media.
  - Making better use of President, Vice Presidents and Committee Members.
  - Having improved lines of communication with Local Authorities, WAG and other organisations.

**5. Review of HOWLTA's Organisation in order to improve the changes of achieving aims and objectives.**

- 5.1 Station reps and adopters to nominate one of their number (north end and south end) plus a reserve who are HOWLTA members to represent them at Committee Meetings.
- 5.2 Reorganisation of committee membership so that individual committee members have specific responsibilities including the following (some of which may overlap and not all of which need to involve committee membership):
  - Issues relating to the operation of the line.
  - Organisation of representation at external events.
  - Stockholder and the distributor for publicity material, publications and other merchandise (ie for shows, charter trains etc).
  - Media relations.

- Organisation of social events for members (including train trips).
- Liaison with local businesses (eg via local reps).
- Web site management (including liaising with David Rowe)
- Secretarial and administrative duties.
- Production of publicity.
- Membership promotion.
- Fund raising.
- Political campaign organiser.

**6. Taking the process forward**

- 6.1 This document has been discussed and approved at the Committee Meeting of 29th November 2008.
- 6.2 Consultation with local reps and station adopters to organise their representation at Committee Meetings as soon as is practical in early 2009.