**Fforwm Rhanbarthol Rhanddeiliaid South East Wales Regional Stakeholder Forum**

**06/06/23**



**Adroddiad o’r cyfarfod**

**Meeting report**

Wales and Borders Regional Stakeholder Forum

The forum met on the 6th June 2023, 10:30 – 11:00 BST.

**Attendees**

**Forum Members**

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| Carolyn Brownell | Director of Marketing and Communications, FOR Cardiff |  |
| Clare Cameron | Project Development Officer, Cardiff Council |  |
| Clive Campbell | Transport Engineering Manager, Caerphilly Council |  |
| Jason Dixon | Head of Business Development and Inclusive Growth, Cardiff Council |  |
| John Gibson | Transport Development and Network Manager, Cardiff Council |  |
| Adrian Morgan |  |  |
| Kevin Sales | Passenger Transport Officer, Bridgend Council |  |
| Rebecca Smith | Transport Planner, Rhondda Cynon Taf Council |  |
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**Transport for Wales**

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| Kelsey Barcenilla | Stakeholder Manager (Metro Central and the Bay) |  |
| Jessica Clement (Chair) | Stakeholder Manager, South-East Wales |  |
| Eleanor Crowley | Community Engagement Officer, South-East Wales |  |
| Lois Park | Head of Community and Stakeholder Engagement |  |
| Alec Porter | Project Manager |  |
| Jamie Warner (Clerk) | Community Engagement Officer, South-East Wales |  |
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**Note from the Chair, Jessica Clement**

*STATEMENT HERE*

**Agenda**

1. **Cardiff Central Enhancement Programme, Alec Porter, Project Manager, Transport for Wales**

Alec Porter provided an update on the Cardiff Central Enhancement Programme, which aims to deliver improvements to this station to make it fit for purpose into the 2040s whilst enabling it to form part of an integrated transport hub.

The scheme currently has £113m earmarked, and after opening the presentation with a visualisation of the scheme in relation to other current programmes underway locally including the Rightacres Central Quay development, he set out the scheme’s seven objectives. These are to:

* Implement measures to alleviating crowding and congestion, and to accommodate the region’s event demands and wider economic growth aspirations (although Alec outlined how the programme isn’t intended to solve all the current issues associated with event days)
* Develop an enhanced, multi-modal transport interchange capable of functioning as the region’s principal transport hub and a driver of economic output for the city region
* Ensure sufficient capacity to accommodate long-term passenger growth
* Enhance the connectedness and quality of access to the business district to the south of Central station, supporting commercial opportunities
* Improve the passenger experience and create an interchange that is fit for the Welsh capital
* Contribute towards improved air quality and help people live low carbon lifestyles
* Support economic growth across the Cardiff Capital Region

Alec explained that the programme commenced in July 2020 and is currently at the working towards single option, or GRIP 3 stage (Network Rail)/ Plan of Work Stage B (TFW).He presented a diagram of the Core Scope Scenario agreed with stakeholders in February 2023, including a consolidated gate line in the north end of the station, a westward extension of Platform 0 and improved access to this, servicing and cycle storage facilities in the ‘Fish Jetty’ area of that platform (budget agreed for this element), and decluttering platforms and refurbishing and waterproofing, buildings, canopies and subways.

 At the southern end, he highlighted how new, centralised staffing accommodation will be provided, together with an improved entrance promoting connectivity to both the Central Quay development and interfacing Bay Line link. After showing images of these, Alec discussed how the scheme interfaces with and has passive provision for adjacent projects such as the Bus Interchange, Northside Economic Regeneration Area, Central Quay and Crossrail platform, including passive provision for this to join the mainline in the future. He concluded stating that those involved in the programme hope that the single option selection will conclude by October 2023, before then submitting outline and final business cases. Opening the floor to questions, Carolyn Brownell asked for further TfW comment on Central Square, particularly with regards to comments about event day queuing impact on the area. Alec stated that he could only speak on behalf of the programme, which seeks to find the best way to improve this situation, such as the storage of the event day barriers and potentially whether event day queuing could move towards the Fish Jetty area, although reiterated that it is not expected to completely resolve this. Kelsey Barcenilla added to his comments saying that TfW is currently working on a wayfinding and events day strategy, and she will seek updates from the relevant project managers and will look to provide an update in a future regional forum.

Kerri Whybrow then asked whether the interchange will remain open or be within the closure zone on event days. Kelsey said she would again check with the relevant teams for further information. Shortly after, she confirmed in the chat that the interchange would be open for use of facilities on event days with security on site, but bus services wouldn’t be in operation due to local road closures. Kerri responded thanking Kelsey for this information, and that she would email her regarding this.

With no further questions, Alec thanked the audience for their time.

1. **No Second Chances, Behaviour Change Campaign, Lois Park, Head of Community and Stakeholder Engagement, Transport for Wales**

Lois Park, Head of Community and Stakeholder Engagement at Transport for Wales, provided an overview of the organisation’s current ‘No Second Chances’ campaign, including its purpose and importance.

Stating that it is currently live across both online (social media) and physical mediums (e.g., town centre advertising boards), she explained how it is aimed at those who could potentially be involved in trespass across the Core Valley Lines (CVL) and how they now face an additional danger following the go-live of Overhead Line Equipment (OLE). Providing the context of the Metro transformation and its installation of 25KV electrification in a trespass hotspot which previously hasn’t hosted this equipment. Therefore, the campaign was developed out of the need to raise awareness of the new danger. Its objectives are to raise awareness of OLE and its dangers to those working and interfacing with the CVL, educate people about the key behaviours of

staying safe around the railway, and to reduce trespass and anti-social behaviour (ASB).

Although it has a broad audience, younger people, especially males are a key target following research that identified them as most likely to be engaged in such behaviour. A behaviour change campaign, key messages based on audience testing have been developed, including strong visual material based on clothing destroyed by OLE contact. More broadly, TfW will engage with schools and colleges across the South Wales Valleys and has already written to stakeholders and lineside neighbours across the area. Ambassadors are also being sourced, and an experiential event being organised, starting with a pop-up shop in St David’s Shopping Centre in Cardiff, followed by potential localised ones later in the summer.

To provide context into the campaign’s purpose, Lois highlighted research that showed how around 54% of CVL lineside neighbours were aware of the transformation works (up for c.42% in 2019), and how research elsewhere in the UK showed that young males typically involved in trespass or ASB were the ones who were most at risk of dying from OLE contact. Localised data covering CVL trespass and ASB incidents again showed young males as being those most likely to engage in this behaviour. Recent research of around 2,000 living across the Cardiff Capital Region showed around 90% were fully aware of the dangers of OLE, but 33% were not aware that its wires are always live, not just when trains are present.

Lois explained how the campaign was developed through creative research involving behavioural scientist, TfW behaviour change and OLE campaign working groups, Welsh language groups and consumer testing, trialled on two key qualitative focus groups – one of 16 – 24-year-old males within the C2DE socioeconomic grade (most likely to trespass) and 25+ mixed gender and mixed socioeconomic grades. Feedback suggested that a concept based around branded burnt clothing cut through strongest with the groups, and this was taken forward to come the ‘no second chances’ campaign. Feedback included how it’s made ‘more real because it’s a physical thing’ (16 – 24 male), and how the campaign ‘really shows the damage it [OLE] can cause’ and how ‘we can also learn from their mistakes’ (16 – 24 male), with a potential to go viral on social media.

Lois then shared examples of campaign images, and how early data showed how content on Facebook and Snapchat showed strong audience engagement, with around 2.5m views on the former and around 750,000 on the latter. A review will be undertaken in September to review effectiveness, with the campaign to last around 18 months as the OLE is gradually made live. Concluding, she opened the floor to questions, with Jessica Clement sharing the campaign weblink in the chat.

1. **AOB**

Jessica Clement opened the floor to any other business. None was recorded, and after thanking participants and sharing the link to the engagement inbox for any subsequent questions, closed the forum at 11:05 am BST.

## Actions

The actions below were raised during the forum and will be addressed prior to the next Regional Forum where possible.

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| **Action**  | **What will be done?** |
| Kelsey Barcenilla to ask project managers for an update on the Cardiff Central wayfinding and events day strategies. | Information to be shared with Carolyn Brownell and other participants.  |
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## Next Regional Stakeholder Forum

The next South-East Wales Regional Stakeholder Forum is scheduled for September 2023. Further details on its arrangements will be shared with members in due course.