



Promoting Leisure Travel with The Heart of Wales Line Trail

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Heart of Wales Line Community Rail Partnership



Principles

- Tracks the route of the line
- Walkable station to station
- Full length challenge
- Route based on existing rights of way
- Excluding 'Permissive' routes
- Map it then test it



Pointers

- Form a Steering Group
- Run a Pilot Project
- Consult Focus Groups
- Recruit Trail Champions
- Crowd
Funding/Grants/Revenue?
- Build Marketing and Publicity
- Completion Certificate
- Badges? Other?



Successes

- won the ACoRP Award for Tourism and Heritage 2019 in October 2019
 - Featured in The Guardian's Best Travel Discoveries of 2018
 - Social Media Stats @heartwalestrail
 - Facebook 1,364 followers (+128)
- Active since January 2022:**
- Instagram 165 followers
 - Twitter 31 followers



Photo Credit: Llanelli Ramblers Footpath Volunteers

Questions

- What is your aim?
- What existing resources do you have?
- What are your potential funding sources?
- Can you measure success?
- A sustainable solution







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Partners

- Transport for Wales (prior to that, Arriva Trains Wales)
- Network Rail
- Transport for Wales
- ACoRP
- The Heart of Wales Line Travellers' Association
- Ramblers Holidays Charitable Trust
- The Long Distance Walkers Association
- Rail Ramblers
- Lower Wye Valley Ramblers
- Walkers are Welcome (Llandovery)
- Lampeter and Llanelli Ramblers
- REPTA
- Rights of Way teams

