

Lee Waters AS/MS
Y Dirprwy Weinidog Newid Hinsawdd
Deputy Minister for Climate Change



Llywodraeth Cymru
Welsh Government

Eich cyf/Your ref P-06-1179
Ein cyf/Our ref LW/11016/21

Jack Sargeant MS
Chair - Petitions committee
Senedd Cymru
Cardiff Bay
Cardiff
CF99 1SN

22 September 2021

Dear Jack,

Thank you for your correspondence of 22 July as Chair of the Petitions Committee regarding alterations of the paint schemes on trains on the Heart of Wales line to resemble caterpillars to attract tourism.

Initiatives such as this one that has been suggested have a considerable cost associated in terms of time, people and finance and can involve removing trains from service to enable work to be carried out. It also should be noted that trains on the TfW network can often be allocated to a wide range of different routes, and therefore any trains with the design suggested by the petition cannot be guaranteed to be always on the same route. An example of this is the TfW train embellished with the Heart of Wales line anniversary logo, which spends a significant amount of time running on the South Wales Valleys lines.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

In order for TfW to fully consider this proposal, the following would be required to be provided.

- Robust consumer based insight or research that proves the public actually support such an investment in TfW time, effort and cost.
- Robust consumer based insight or research that identifies the potential uplift in customer revenue that might be achieved.
- An analysis of the customer disbenefits that might be generated as a result of removing trains on this route from service so as to implement the project.
- An assessment of how such an activity would directly support the Welsh language & culture aims of TfW.
- A proposal as to how such an initiative might be promoted to the public, by who, at what cost & effort and the outcomes achieved.
- A proposal as to how this project might be funded & the lifetime cost of the project.
- A business case to demonstrate the overall cost/benefit of this proposed new project.

TfW have an established contract with a company called Global Ltd who sell advertising space at its stations and the trains. Global Ltd own the rights for use of all train exteriors for commercial advertising sales. As a result the conditions and exclusions associated with this contract would also need to be considered if the proposal in the petition was to be implemented.

It would also be necessary to determine what existing TfW projects might need to be delayed or stopped in order to accommodate this new, unplanned, unbudgeted project.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Lee', is positioned above the typed name and title.

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