



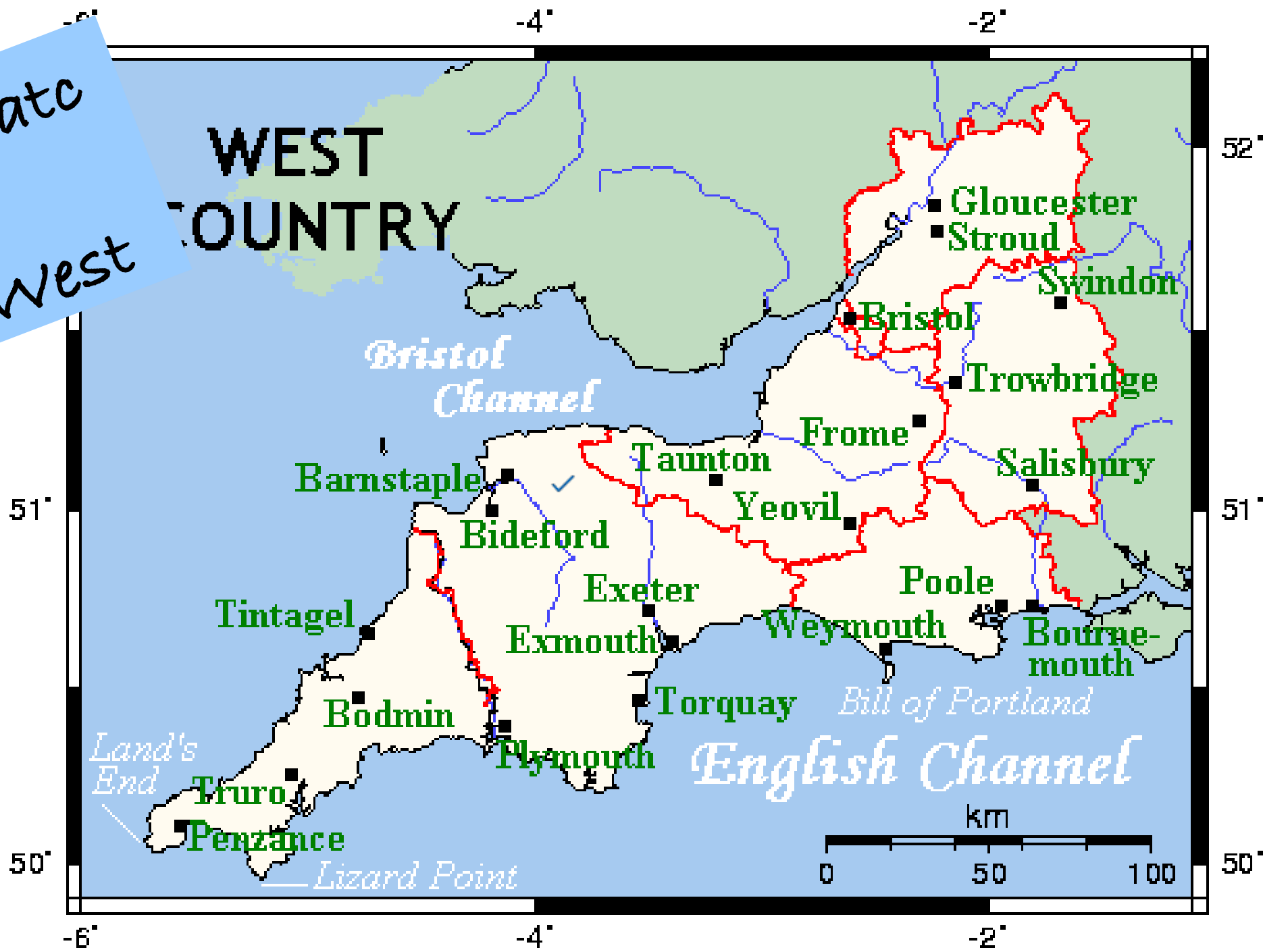
LOOKING FORWARD
WEST WILTS & SURROUNDING AREA

31 May 2023

DO YOU?

- TWSW Where, What, Who, How
- ASPIRATION Know what you are trying to achieve
- GEOGRAPHY Know your Geography
- ENGAGEMENT LEVEL Know what level you need to engage
- AUTHORITY Know from where your authority arises
- QUALITIES Know the qualities to be effective in the capacity you represent
- OPPORTUNITIES Another's challenge is your opportunity
- ACTION Know how/where you are going to engage

TravelWatch
SouthWest



ASPIRATION

- Know what you are trying to achieve
 - TWSW always ask what is in it for the passenger?

GEOGRAPHY

- Know your Geography

AUTHORITY

- Know from where your authority arises
- Do you add value to these voices?



QUALITIES

- Know where you have the tools and qualities to be effective
 - Good ears
 - Strong communication including clarity and brevity
 - Discretion
 - Inclusion
 - Data interpretation and research ability or willingness
 - Contacts and networks
 -

MEETING CHALLENGES FOR
OTHERS

TWSW

Where

What

Who

How

10 Directors

SouthWest
Geography

100 +
Groups

Passenger
Enabling
Bodies

Passenger
Research
Bodies

Journeys enable from and to beyond

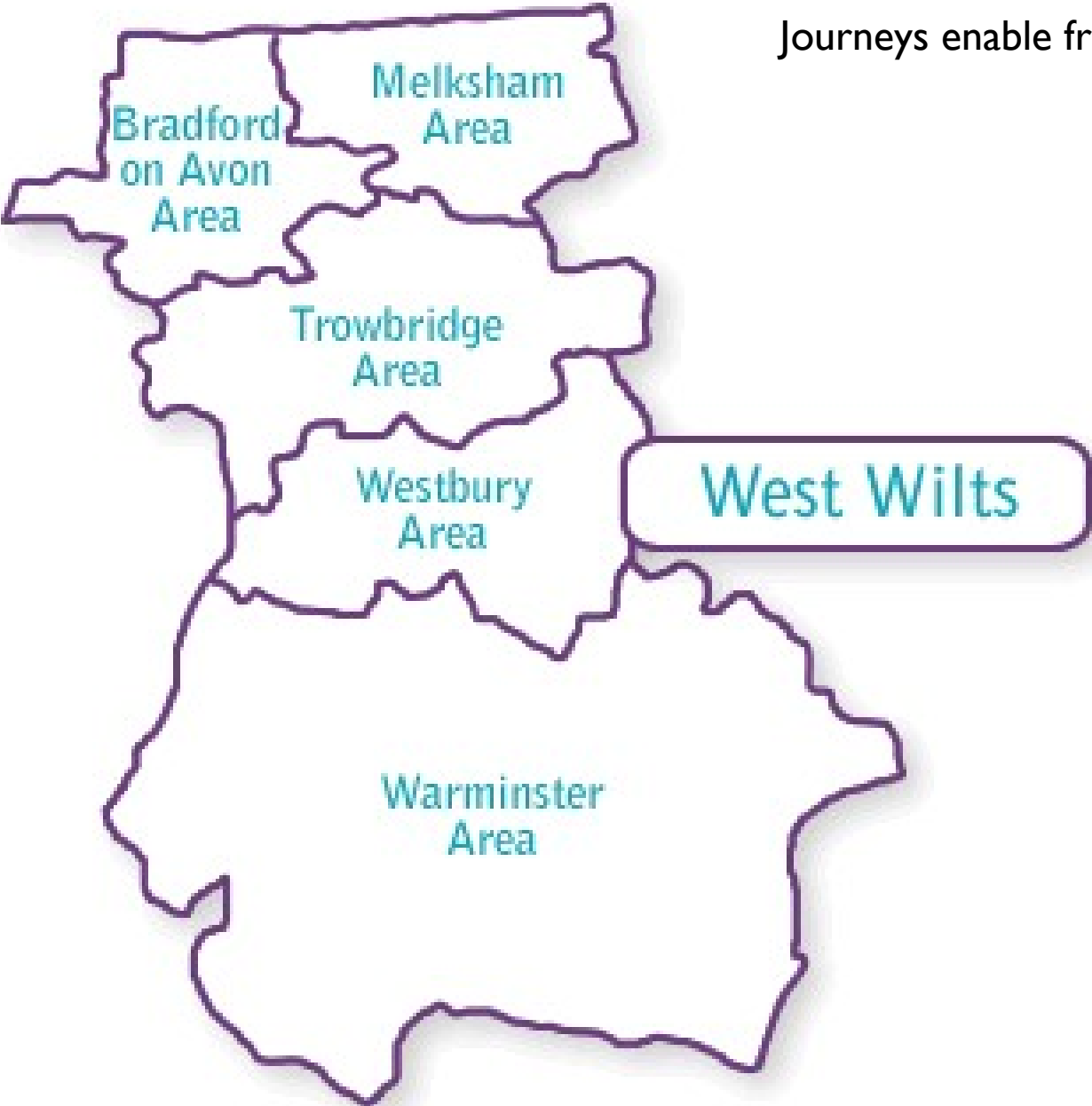
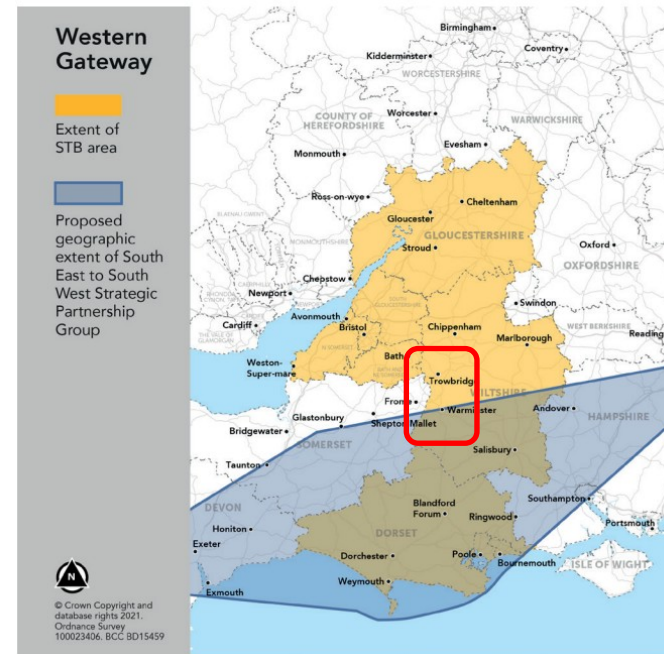
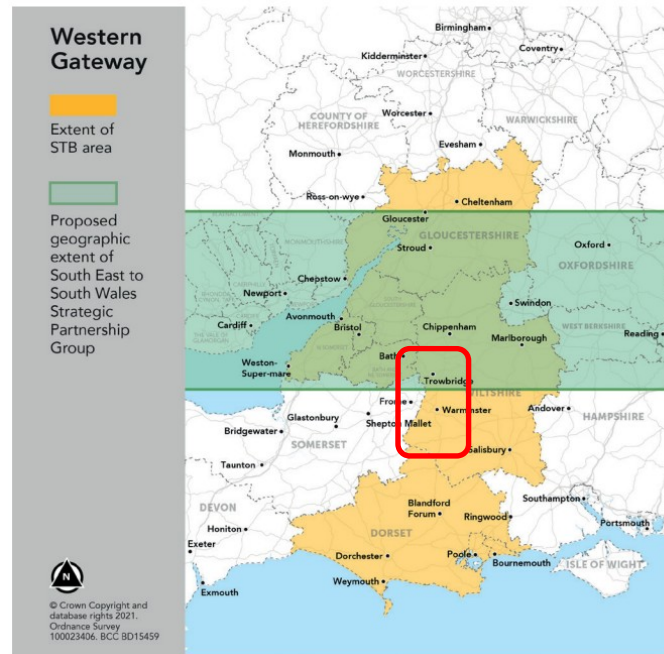
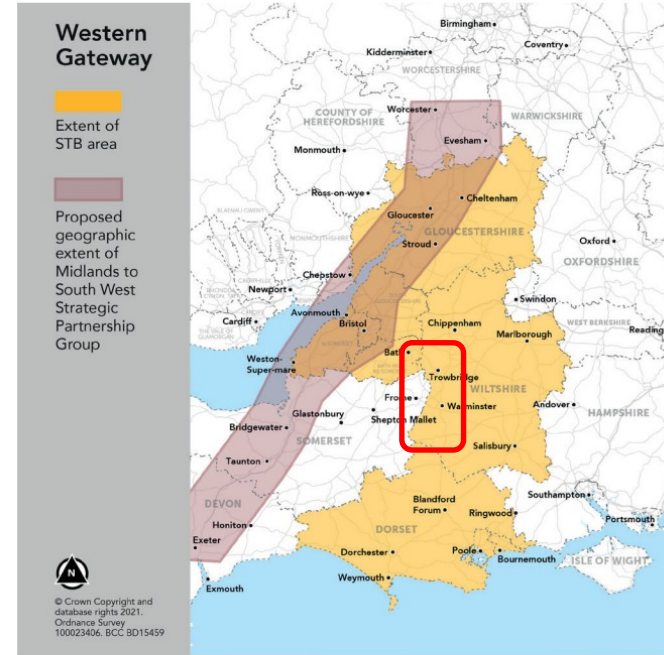
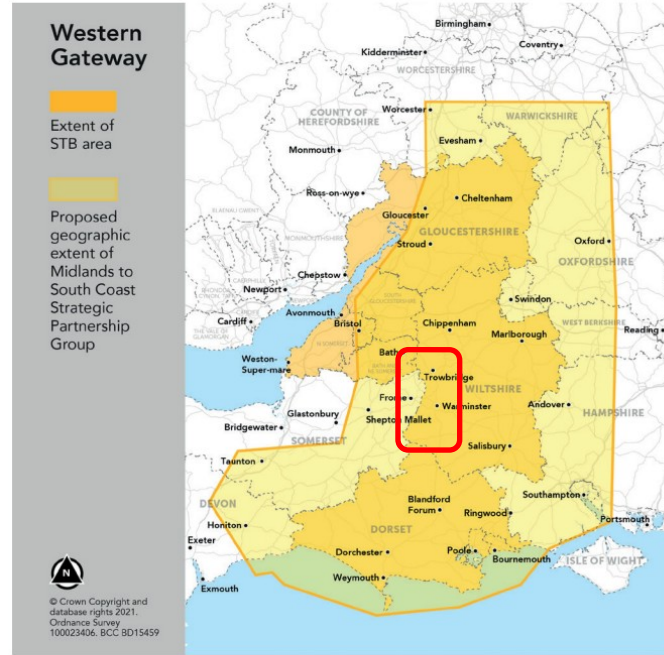


Figure 2 – The four strategic transport corridors



ENGAGEMENT LEVEL

- Be visible & know at what level you need to engage
 - Position yourselves to offer the information from engagement others seek
 - Existing
 - Non-existing
 - Could be stronger

AUTHORITY

- Know from where your authority arises
- Do you add value to these voices?



QUALITIES

- Know where you have the tools and qualities to be effective
 - Good ears
 - Strong communication including clarity and brevity
 - Discretion
 - Inclusion
 - Data interpretation and research ability or willingness
 - Contacts and networks
 -

BUILDING ON QUALITIES

- Know how/where you are going to engage
 - Attend
 - Offer
 - Request
 - TWSW
 - Share and ask

OPPORTUNITIES

- Work outside the Box
 - Transport enables
 - Jump on hobby horses
- Have plans on the shelf
 - Echo
 - Overlap
 - Easy win
 - Incremental

EASY WINS

Deliver from Car to Public transport

- Easier
 - Imagining
 - Planning
 - Ticketing
 - Purchasing
 - Integrating

OPPORTUNITIES FOR WWRUG

- BIG ISSUES
 - Carbon reduction
 - Levelling up
 - Clean Air
 - Labour supply
 - Behavioural change
 - Congestion

