



LOOKING FORWARD

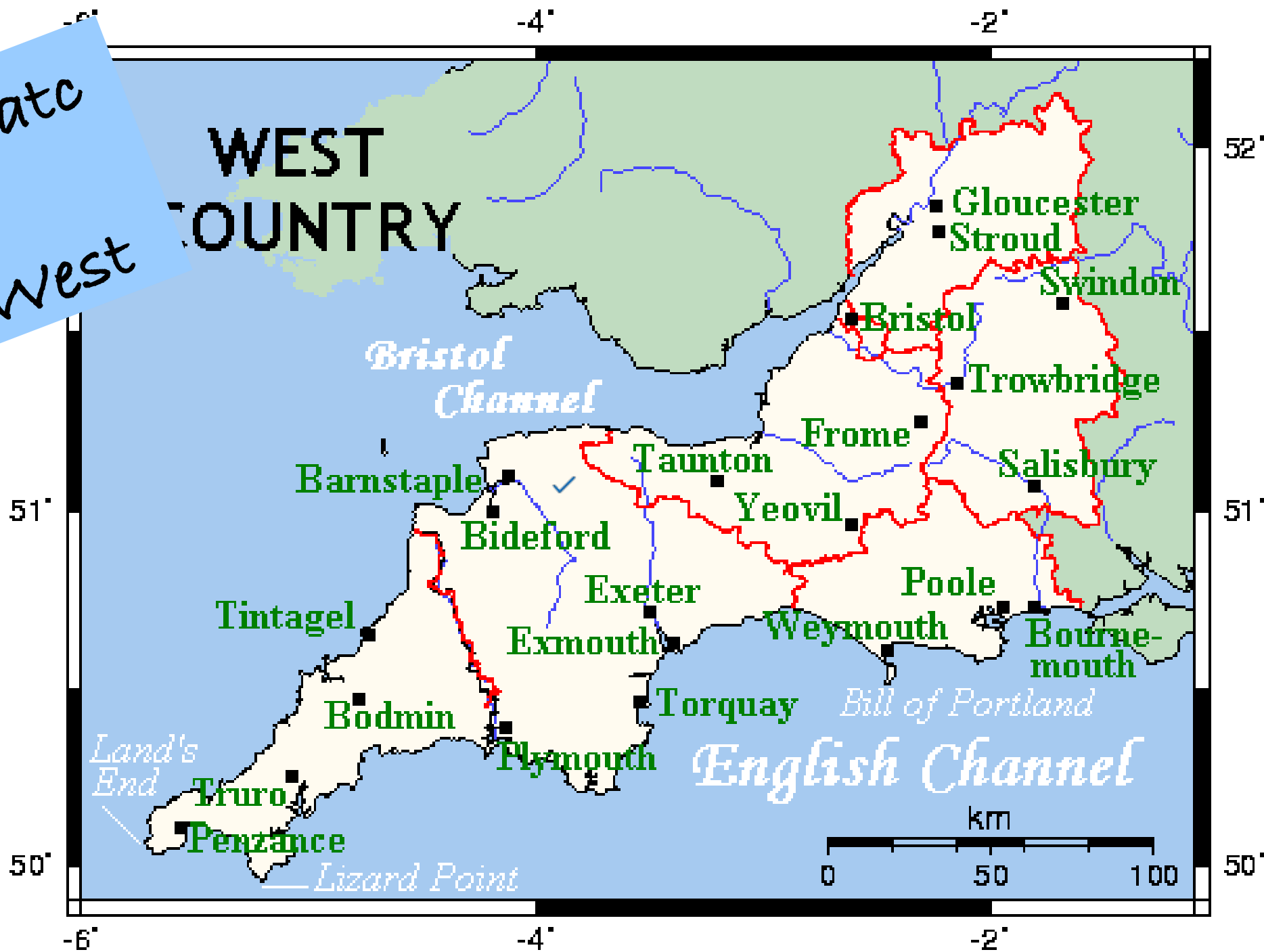
WEST WILTS & SURROUNDING AREA

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

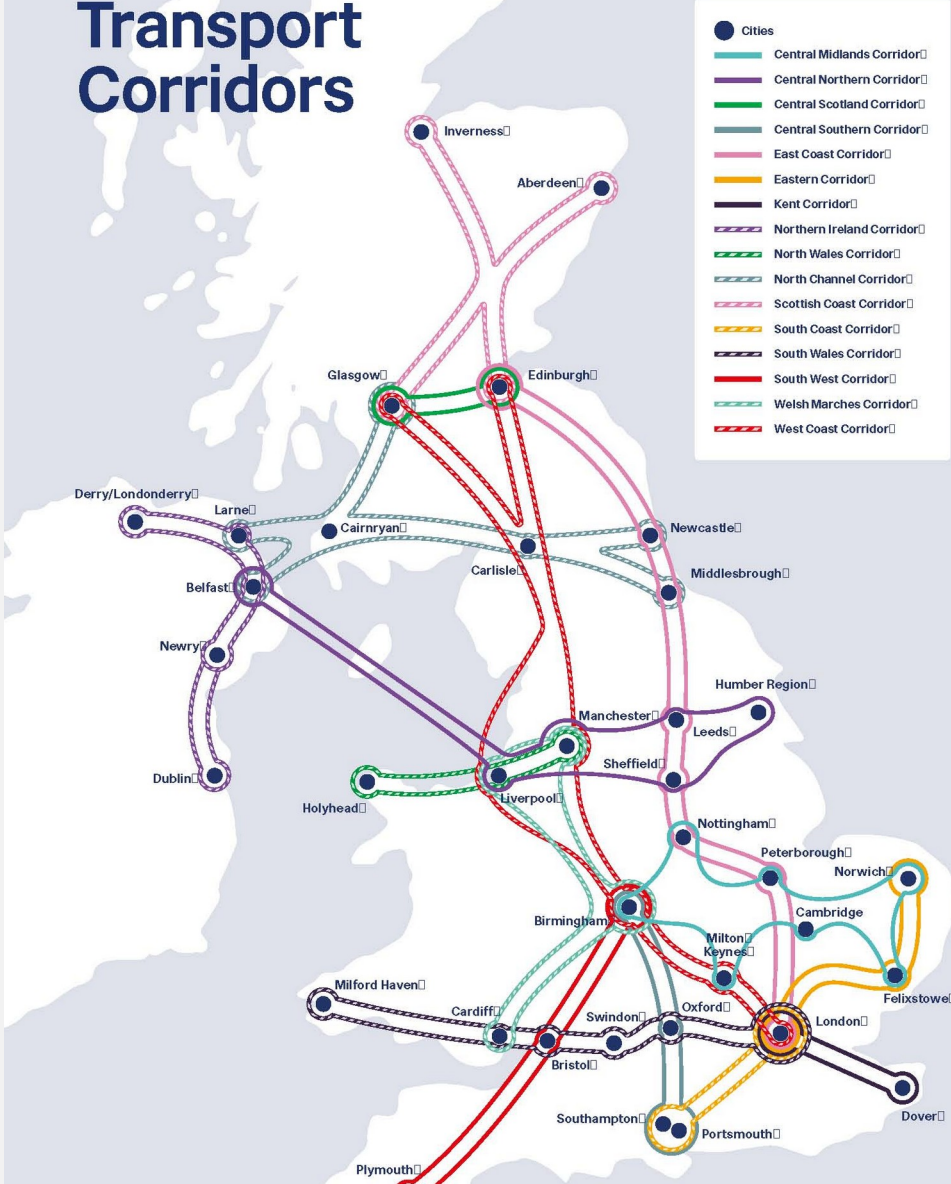
TravelWatch
in
SouthWest



ASPIRATION

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

Transport Corridors



The towns and cities included in this map illustrate some, but not all, of the key population centres in each corridor.

GEOGRAPHY

- Know your Geography

AUTHORITY

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

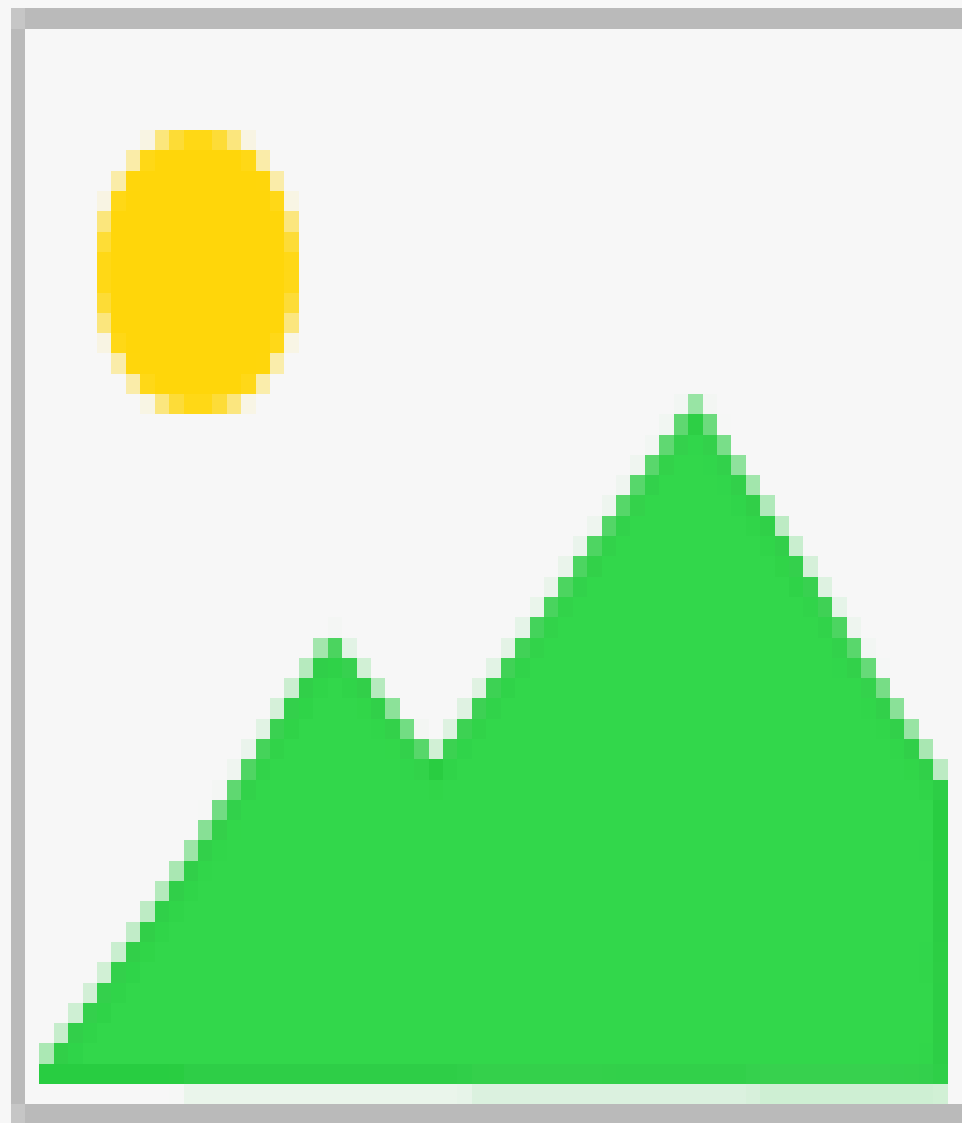


QUALITIES

- 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

Click icon to add picture



TWSW

Where

What

Who

How

10 Directors

SouthWest
Geography

100 +
Groups

Passenger
Enabling
Bodies

Passenger
Research
Bodies

Journeys enable from and to beyond

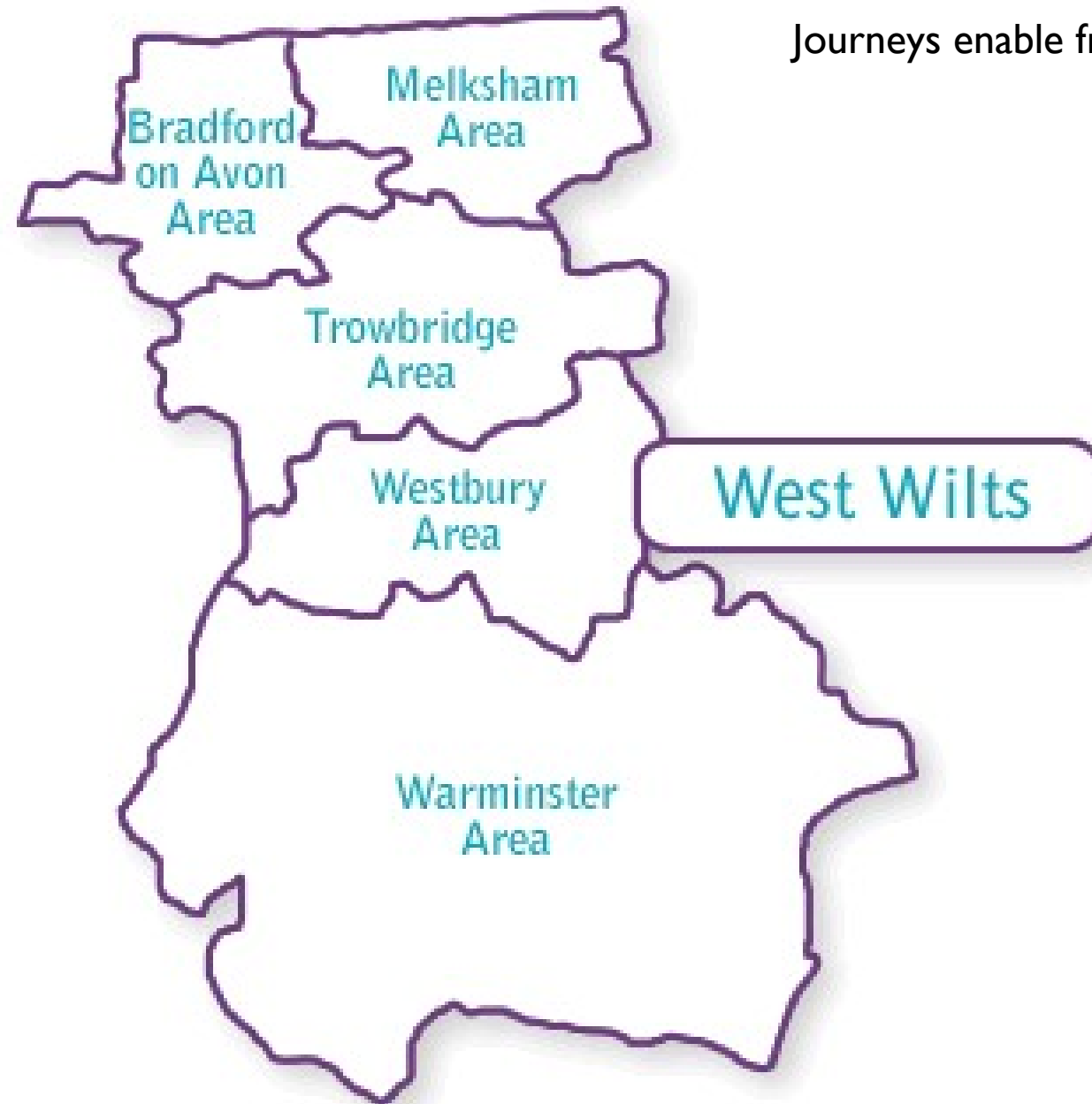
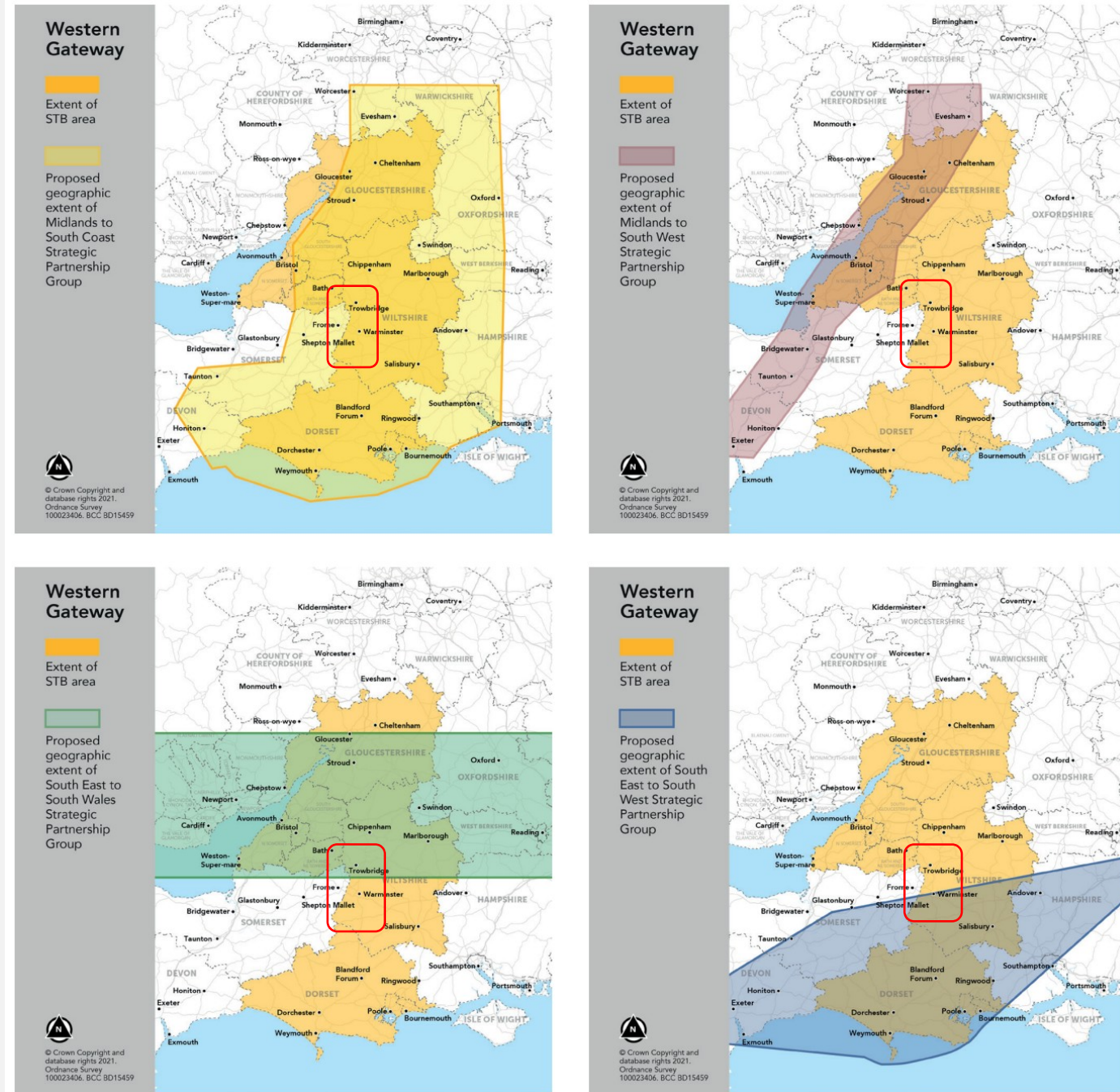


Figure 2 – The four strategic transport corridors



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

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 -

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

