

GWR invites passengers to celebrate Wales Week in London

February 23, 2024



Great Western Railway (GWR) has announced that it will celebrate Wales Week 2024 with a range of events across London.

And, to mark St David's Day (Friday 1 March), the operator plans to surprise and delight those travelling on services from Swansea and Cardiff with a complimentary 'paned' – the speciality Welsh Brew tea brand whose name literally translates to 'cuppa'.

Those on-board services between 06:23 and 08:37 will also be treated to complimentary Welsh cakes and Welsh shortbread.

Welsh speaking staff will be on hand where possible, making train announcements in Welsh as the services travel through Wales on their way towards London Paddington.

GWR On Board Service Manager Mererid Gehler, who helped organise the giveaway, said: "We can't wait to welcome you on board and help to celebrate all things Welsh on our national day. We're proud of GWR's heritage in Wales and our Welsh teams in Swansea and Cardiff, so love an opportunity to celebrate Wales, in Wales and across the GWR network.

"Where our staff speak Welsh, even tipyn bach [a little bit] then we're pleased to support them to use their

Welsh when they're working – and especially on St David's Day. Customers can identify a GWR colleague who speaks Welsh by the Draig Goch [Red Dragon] on their name badge.

"If you miss the chance for a paned in the morning, why not travel back on our 1748 Pullman Dining service, where we hope to be able to keep some back for the journey."

On arrival at London visitors can enjoy a unique Welsh experience, with a special photography exhibition on platform 8 and 9 in partnership with Visit Wales, together with Network Rail and Transport for Wales. The photography display will be going on to Cardiff and Swansea stations over the coming months.

GWR Growth Manager for Wales & West of England, Rich Middleton said: "We know that for many of our customers Paddington is the start of a Great Western Railway adventure, so what better place to showcase what Wales has to offer than our exhibition with Visit Wales? On Platform 8 and 9, customers will be able to see some of the great destinations in Wales, served by GWR and our friends at Transport for Wales."

Wales Week in London takes place annually and provides an opportunity to celebrate and promote Wales in the UK capital. The showcase allows Welsh businesses and organisations to connect and build partnerships with London-based audiences at events in February and March. This year's celebration will take place from Thursday 22 February to Wednesday 6 March.

GWR provides 30 trains a day each way between Cardiff (over 20 from Swansea) and London Paddington. In May 2023, GWR introduced 65 extra trains every week in south Wales, extending train services beyond Swansea to Carmarthen.

A Welsh Pullman dining experience also operates every weekday between Swansea and London Paddington, allowing you to feast on top quality food while you take in some of the best views in Britain.