

Watercress Line appoints new CEO

April 29, 2022



Watercress Line Heritage Railway Trust has announced the appointment of Amanda Squires as its new Chief Executive Officer.

Amanda joins the Trust from Brooklands Museum where, for the last four years, she has acted as Chief Operating Officer and has excelled in the delivery of customer experience, achieving ambitious revenue targets and leading the Museum's daily operations.

She will start in her new role as CEO at the Watercress Line on 1 August in what is a brand new position at the Railway. Amanda will be responsible for developing and implementing a strategic plan for the Watercress Line and for leading its delivery. By placing the visitor at the heart of the organisation, alongside our staff and volunteers, Amanda's role will feed directly into the company's goal of securing future growth of the Railway through strong commercial and financial performance.

Speaking of her pride at her appointment as CEO, Amanda said: "I am honoured to have been chosen to become the first CEO of the Watercress Line and I'm delighted to have the opportunity to lead the organisation through its next exciting chapter.

"I am really looking forward to working with staff, volunteers, members and partners to ensure the

Watercress Line continues to thrive for future generations by building on its enviable history of success as a much-loved visitor attraction and nationally important heritage railway.”

In her previous role at Brooklands Museum, an independent charitable trust in Weybridge, Surrey, Amanda developed a track-record of operational excellence and strong commercial performance. She successfully guided the company through the challenging Covid-19 pandemic through the delivery of a crisis survival strategy.

Amanda also enjoyed an 11-year career at the Royal Albert Hall in London during which she held two roles: Head of Operations and latterly as Director of Building and Operations. With a focus on ‘unforgettable visitor experiences’ Amanda excelled in this challenging role within the competitive tourism and culture industry.

David Jones, Chair of Watercress Line Heritage Railway Trust, said: “I’m delighted Amanda is joining us. There is so much opportunity for all enterprises as they emerge from the challenges of the last few years. Her experience within the leisure, tourism and heritage sector is exceptional and we are all looking forward to working with her.”

Alison Houghton, Chair of Mid-Hants Railway Ltd, added: “This is a really exciting time for the Watercress Line as we welcome Amanda to the team. Her extensive experience in the heritage leisure industry will ensure that the railway can thrive as a visitor attraction, whilst ensuring that preservation of this important part of Britain’s industrial heritage remains at the heart of everything we do. I am very much looking forward to working alongside her.”