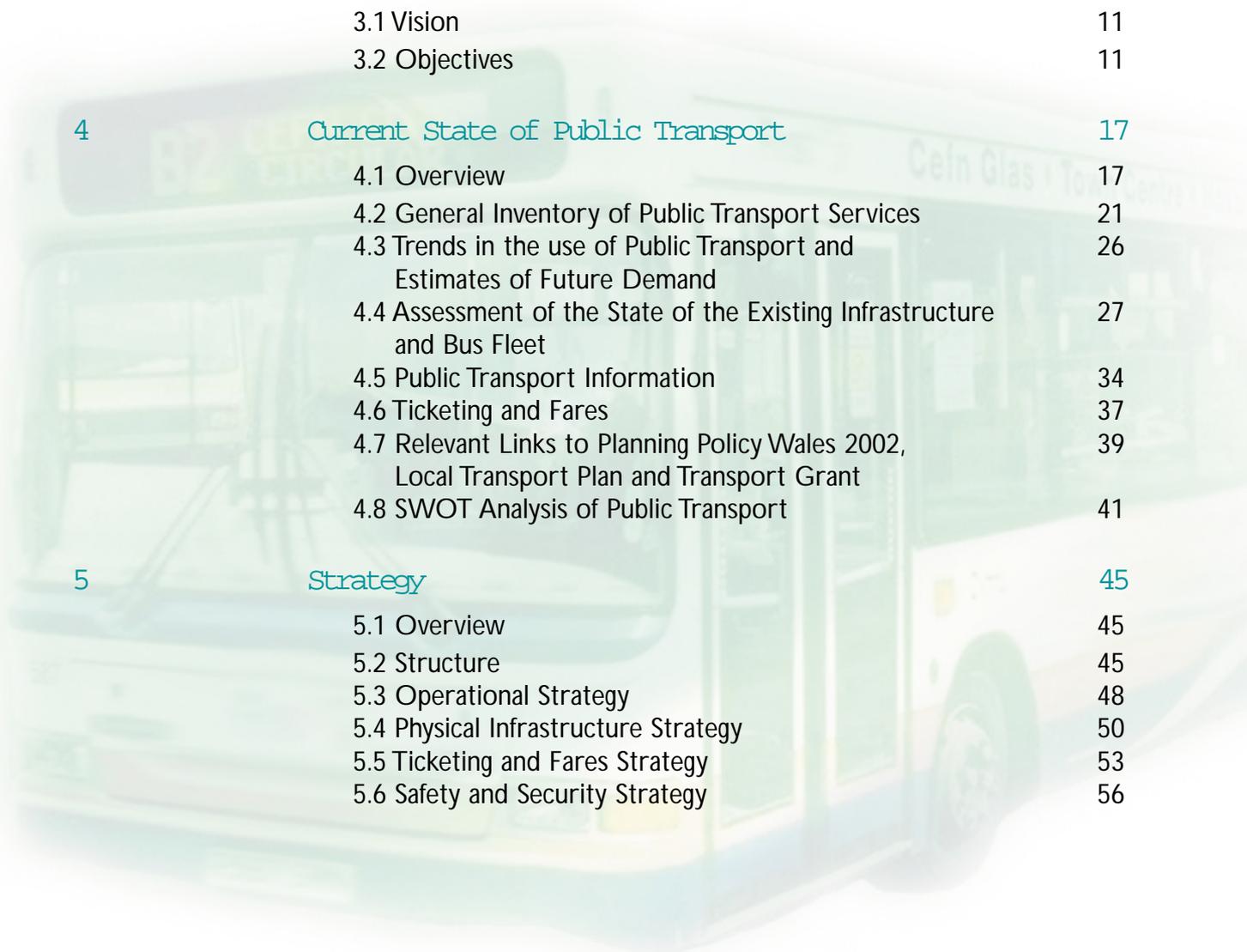






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# Foreword

## 1. Regional Public Transport Strategy

### 1.1 Regional Overview

- 1.1.1 Following local government re-organisation in 1996, it was evident that many public transport issues needed to be considered over larger geographical areas than covered by individual authorities. As a result, the new unitary authorities in south east Wales, grouped into two consortia: SWIFT (South Wales Integrated Fast Transit) and TIGER (Transport Integration in the Gwent Economic Region). These consortia are committed to raising the standard of public transport journeys in their areas, concentrating on the creation of common programmes of capital works to improve public transport infrastructure.
- 1.1.2 The local authorities in the SWIFT consortium are Bridgend, Caerphilly, Merthyr Tydfil and Rhondda Cynon Taff County Borough Councils, Cardiff County Council and the Vale of Glamorgan Council.
- 1.1.3 The local authorities in the TIGER consortium are Blaenau Gwent, Caerphilly and Torfaen County Borough Councils, Newport City Council and Monmouthshire County Council.
- 1.1.4 More recently, the Welsh Assembly Government expressed a desire for the consortia to develop more robust methods of working to ensure improvements to public transport in the medium to long term.
- 1.1.5 To this end, the ten local authorities in south east Wales set up a Transport Board to oversee all regional transport developments within their area, an area that includes half the population of Wales and a higher proportion of its economic output.
- 1.1.6 The South East Wales Transport Board was officially launched on 1st April 2003. In these early stages, its role, responsibilities and effectiveness will be continuously reviewed to ensure that it succeeds in its aims and objectives. It comprises representatives from the local authorities as well as public transport operators and user group representatives.

### 1.2 The Regional Public Transport Strategy

- 1.2.1 The preparation of a Regional Public Transport Strategy (RPTS) is a requirement of the Welsh Assembly Government and will be used to guide their decisions on policy development and funding.
- 1.2.2 In light of the emergence of the South East Wales Transport Board (SEWTB) it was agreed that a RPTS would be submitted jointly by the TIGER and SWIFT consortia. It should be noted that it has not been possible within the short life of the new Board to fully integrate the separate TIGER and SWIFT strategies. However, whilst the RPTS therefore mainly

consists of the individual TIGER and SWIFT strategies, work on identifying common themes and issues has started. The development of this into a single coherent strategy for the whole region will be a primary task of the Board in its first year.

1.2.3 Chapter 1 of the RPTS consists of a joint statement setting the context for the joint SWIFT/TIGER Regional Public Transport Strategy. Chapter 2 identifies the SWIFT Public Transport Strategy elements. Chapter 3 identifies the TIGER Public Transport Strategy elements. Chapter 4 focuses on joint strategy elements. Both strategies aim to increase public transport patronage through improved bus and rail infrastructure and pursuing integration through improved interchange, ticketing and information. The major initiatives include:

- ✚ **New Passenger Railway Lines:** The re-opening of the Vale of Glamorgan and Ebbw Valley lines by 2005.
- ✚ **Rail service frequency enhancements:** A programme of rail frequency enhancements, including half-hourly services, by 2006, to Aberdare, Maesteg, Merthyr Tydfil and Rhymney.
- ✚ **Bus services:** Improved service frequencies delivered through Quality Bus Partnerships with bus operators throughout the region. These include the "SWIFT Direct" network of new and improved strategic services on the major corridors to Cardiff, and the TIGER bus service frequency enhancements.
- ✚ **Bus Priority Infrastructure improvements** to improve journey speed and reliability, especially on radial routes into Cardiff and Newport City Centres.
- ✚ **Rail Access:** including new railway stations at Brackla, Caerleon, Coedkernew, Energlyn, Llanharan, Llanwern and Undy, as well as a programme of Park & Ride schemes and railway station improvements.
- ✚ **Integration of services:** a major programme of interchange proposals, including Abergavenny, Blackwood, Bridgend, Caerphilly, Cwmbran, Merthyr, Pontypridd, and Severn Tunnel Junction.
- ✚ **Bus access:** systematic improvement to stops, shelters, boarding and information across the area.
- ✚ **Ticketing:** introduction of Smartcard technology leading to integrated ticketing between bus, rail, parking and other civic services.
- ✚ **Information:** Provision of a high quality of information and expanded "real time" information systems.

### 1.3 Relationship between the RPTS and the Local Authority Bus Strategies (LABS)

- 1.3.1 As stated above, the public transport strategies in the TIGER and SWIFT areas have been developed largely independently of each other until now. The objectives of each strategy are different, although both are consistent with Welsh Assembly Government Policy, and this is reflected within their respective strategies. It therefore follows that the demands placed upon the LABS will be different for authorities within SWIFT and those within TIGER.
- 1.3.2 SWIFT has a well-established rail strategy. The SWIFT RPTS develops the bus elements and ensures integration between the two modes. The bus strategy is largely, but not exclusively, focussed on developing a SWIFT Direct Quality Bus Network along specific corridors into Cardiff from the surrounding region. The SWIFT RPTS focuses on Regional bus services and associated improvements. It recognises that the LABS in the SWIFT area will cover local bus services as well as cross-boundary services which are not focussed on Cardiff. They will also cover taxis, Social Transport.
- 1.3.3 The TIGER elements of the RPTS are largely an amalgamation of the existing TIGER Regional Bus Strategy and TIGER Rail Strategy. As such, it is a strategic level document that sets out the underlying principles to be applied to all forms of public transport; as well as the individual components of the TIGER strategy. In contrast, the LABS identify how elements of the RPTS will be delivered at a local level and how the principles and policies identified in the RPTS are being translated into local delivery strategies.



# Preface

This is Bridgend County Borough Council's first Local Area Bus Strategy (LABS). It has been prepared in accordance with S110 of the Transport Act 2000 which requires local authorities to "prepare a document to be known as the bus strategy containing their general policies as to how best to carry out their functions" relating to bus services within an authority's area. This LABS is first and foremost a bus strategy and therefore concentrates on bus issues. However, the interaction of buses with other modes of transport particularly rail, and the land-use implications, means that the general aspects of public transport as part of an integrated transport strategy have been considered.

The preparation of this LABS has been directed by guidance issued by the Welsh Assembly Government (WAG) which recommends that the LABS form "part of the Annual Progress Report on the Local Transport Plan" (LTP). The WAG guidance also requires the preparation of a Regional Public Transport Strategy (RPTS) based on the various local authority consortium areas to provide strategic context for the individual LABS. This Council's LABS is therefore based on the RPTS for the local authority region covered by the South East Wales Transport Board. The Board has absorbed the responsibility for the South Wales Integrated Fast Transit (SWIFT) and the Transport Integration in the Gwent Economic Region (TIGER) local authority consortia. While the RPTS provides strategic regional context, the strategies and strategy actions such as improvement to local bus facilities that have local impact on the residents of, and visitors to, Bridgend are given greater prominence in the LABS.

In September 2001, Bridgend County Borough Council commissioned Consultants to conduct a comprehensive survey and consultation on bus use in the county borough which culminated in the Bridgend Area Bus Study (BABS) report of June 2002. The prime purpose of the study was to collect and analyse base data related to attitudes towards buses and other attributes of bus use within the county borough. This Study provides the statistical and empirical context for the LABS and forms the basis on which the vision and objectives (Chapter 3) have been defined and the Priorities for Action (Chapter 6) developed.

The relatively short period within which the LABS has had to be produced, and the joint LABS and RPTS preparation process within the same period have not given the Council adequate time within which to carry out a comprehensive public consultation on the Strategy. This situation was envisaged by the WAG which duly recognised it in paragraph 2.6 of its guidance notes for the preparation of the RPTS and the LABS. Nevertheless, the Council is confident that consultation carried out as part of the BABS is sufficient to meet the requirements of the LABS. The consultation via Focus Groups is of much relevance in this case and it provides a platform on which views, opinions and attitudes about public transport can be validated via the Council's newly formed Citizens' Panel.

The Council is mindful of the provisions of S111 of the Transport Act 2000 which requires that bus strategies be consulted upon. The Council feels satisfied that this requirement has been met under consultation carried out as part of the RPTS which provides the strategic regional framework and guidance for the preparation of this LABS.

In preparing this Strategy, the Council has followed the structure and format recommended by the WAG. This format is comprehensive and reader-friendly and also enables easy comparison of this Council's LABS with LABS produced by other Councils in Wales.

In addition to the nine chapters recommended in the guidance, this LABS contains the following five Appendices:

- ¥ **Glossary**
- ¥ **Objectives**
- ¥ **Strategy Points**
- ¥ **Consultee List and BABS Consultation Process**
- ¥ **Press Release for BABS**

Implementation of the bus strategy has been programmed over a five-year period from 2003-04 to 2007-08. The Council realises, however, that factors such as budgetary constraints, delays encountered during public consultations, and varied partnership interests, among other things, may delay the full implementation of the programme within the five-year period. Consequently, the Council has included in its long term programme bus schemes and initiatives, particularly of a revenue nature, whose implementation will require a year-on-year availability of funds.

The Council's policies on equal access encompass physical accessibility to infrastructure as well as access to life opportunities such as education and information. In fulfilment of these, the Council will place this LABS at various Council information points, public libraries within the county borough, and on the Council's official website at [www.bridgend.gov.uk](http://www.bridgend.gov.uk). The Strategy will also be made available in a variety of formats on request. This will include editions for the visually impaired and in Welsh language.

# Executive Summary

## 1. Background

This is Bridgend County Borough Council's first Local Area Bus Strategy (LABS) prepared under Section 110 of the 'Transport Act 2000'. The Strategy concentrates on the provision of bus services in the county borough, their integration with other modes of transport, particularly non-car, and land-use.

The LABS has been prepared in accordance with guidance produced by the Welsh Assembly Government and it forms part of the Annual Progress Report on the Local Transport Plan for 2003. The regional strategic context for the LABS is provided by the 'Regional Public Transport Strategy 2003' (RPTS) which has been prepared for the South East Wales Transport Board (SEWTFB). Bridgend County Borough Council is a member of the South East Wales Transport Board which is an amalgamation of three regional transport consortia (South Wales Integrated Fast Transit - SWIFT, Transport Integration in the Gwent Economic Region - TIGER and South East Wales Transport Forum - SEWTF). The Board provides coherence and focus for the co-ordination of transport policy, strategy, public transport investment and good practice.

The 'Bridgend Area Bus Study 2002' (BABS) provides local context and the source of much of the local statistics from which performance indicators in this document have been derived. The BABS is an in-depth study into the provision and use of bus services in the county borough, and a reflection of the general public's perception and opinion of the services.

Bridgend County Borough is home to 128,650 people (Office of National Statistics 2001) and covers an area of 28,500 hectares. The Council's Unitary Development Plan's (UDP) population projections indicate a 4.8% growth in population by 2016, with a large rise in the proportion of the population over 60 years of age.

The county borough is well served by road and rail links which facilitate public transport movements and a healthy level of integration between bus and rail at key locations, particularly Maesteg and Bridgend. Developing integrated transport strategies lies at the root of Policy T15 of the pre-Inquiry UDP which seeks to adopt the multi-modal corridor approach to transportation planning and infrastructure improvement and investment.

The expansion of residential and employment areas and the decentralisation of land-use development present both challenges and opportunities for the public transport network, particularly during off-peak periods. Mobility and access deprivation therefore is a component of social exclusion. Particularly, inadequate access to employment, education and other opportunities by public transport is of great concern. It is in this regard that the LABS will act as a 'space adjuster' for those with skills but without access to employment and for those without skills to gain access to training and educational opportunities.

## 2. Consultation

The views, opinions and priorities for public transport and how all aspects can be more successfully integrated and promoted have been sought from the public and stakeholders in two principal documents. These are:

### Bridgend Area Bus Study 2002 (BABS)

The 'Bridgend Area Bus Study 2002' (BABS) was carried out by Consultants on behalf of the Council. It contains information pertinent to commercial bus services operating in, and through, Bridgend County Borough. Consultations with the general public took the form of Focus Groups and questionnaires and surveys conducted at a variety of locations, including:

- ¥ **one-to-one interviews with passengers on-board buses;**
- ¥ **trip-end Interviews with passengers both aboard buses and at bus stations, in town centres and at town centre car parks;**
- ¥ **in-home interviews with demographically representative sample of local residents.**

### Best Value Review of Supported Transport Services

The aim of this review was to investigate the potential for greater integration of the Council's own transportation services. Consulting of stakeholders and customers of supported bus services took the following format:

- ¥ **directly mailed questionnaires to the various customer and stakeholder organisations;**
- ¥ **face-to-face structured interviews with customers ;**
- ¥ **surveys conducted aboard vehicles.**

The Council has also consulted adjacent local authorities, the Traffic Commissioner responsible for Wales, and a variety of partner organisations and groups involved in the provision of public transport in the county borough.



### 3. Vision & Objectives

#### Vision

**Bridgend County Borough Council will actively promote the use of public transport, particularly buses. The transportation system in the county borough will serve the inclusive needs of all sections of the community where all residents have equitable access to public transport facilities.**

**The principal points of action will be to pursue modal shift targets in favour of public transport, encourage the integration of land-use with transportation in accordance with UDP policies of locating land-use development along corridors that are well-served by public transport, and to seek the integration of all transport modes, and with other community objectives.**

#### Objectives

1. To increase access to public transport by improving and expanding the bus net work throughout the county borough and also working in partnership with bus operators to improve frequencies, reliability, punctuality and affordability of fares.

2. To provide bus priority measures to improve reliability and to speed up bus journeys.

3. To provide physical facilities and linkages that integrate bus use with other modes of transport.

4. To improve waiting and ancillary facilities at bus stations, bus stops and on buses, including ease of access to bus services.

5. To improve the security and safety of bus passengers at bus stops and bus stations.

6. To improve integration between bus services and the national rail network.

7. To integrate bus services with other community objectives such as health, education and social services.

8. To facilitate the integration of ticketing and fares and explore innovative ways of promoting affordable bus use.

9. To co-operate with all stakeholders to enhance the image of buses.

10. To facilitate the active dissemination of public transport information.

## 4. Current State of Public Transport

Bridgend town centre is the focus of public transport services in the county borough with a bus-dominated network centred on five strategic multi-modal corridors:

- |                  |                |                     |
|------------------|----------------|---------------------|
| 1. Llyfni Valley | 2. Garw Valley |                     |
| 3. Ogmore Valley | 4. Pencoed     | 5. Porthcawl & Pyle |

There are currently five park-and-ride sites located within the county borough which are all rail based, three of which are also served by bus routes. The Council has been undertaking a capital investment programme along these corridors under the Welsh Assembly Government's annual Transport Grant initiative. As part of this comprehensive programme, Bridgend County Borough Council has installed selective vehicle detection equipment at all signalised junctions throughout the county borough, and as part of a partnership, local bus operators are also fitting their vehicles with transponder 'tags'. This will hold lights green whilst the bus passes through the signals. To complement the transponder scheme, bus priority lanes have been installed at various locations across the county borough.

Improvements to bus stop environments throughout the county borough are also being undertaken. To date, 246 out of the estimated 512 bus stops have been upgraded to a minimum standard of:

- ▶ **Level access kerb.**
- ▶ **Bus stop pole and flag.**
- ▶ **A timetable case.**
- ▶ **Bus shelter (where space allows).**

There are eight bus operators and one Community Transport operator currently providing bus services in the county borough with varying degrees of capacity. Only two out of the eight commercial operators provide supported services.

The Concessionary Fares Scheme introduced by WAG in April 2002, allows residents over 60 years of age and eligible disabled persons of all ages to travel free of charge on all local bus services throughout Wales. Between April 2002 and April 2003, the Council issued a total of 18,954 passes at a cost of £1.353million.

There are approximately 365 licensed taxis and private hire vehicles operating in the county borough, generating an average of 100,000 journeys a week a proportion of which is in direct competition with public transport. However, there is a degree of integration between taxis and public transport with rail and bus stations having taxi ranks.

The competitive nature of the bus industry in Bridgend, restricts Council access to operator data, especially relating to the condition of fleet. Notwithstanding this, all vehicles that are used for the Council's supported socially necessary service contracts must meet the current Disabled Persons Transport Advisory Committees (DPTAC) specifications. Data is therefore available for supported services which registered an increase of 115,829 passengers carried from 233,428 to 349,257 between 2002-03 and 2003-04.

Bus service information can be obtained via a variety of sources and disseminated through a variety of media. The Transport Act 2000 requires local authorities to ensure that local bus information is made available to the public and all enquiries relating to bus services received by the Council are directed to PTI Cymru.

Each operator running a service under a supported service contract is required by the Council to make available printed timetable information at stops and in leaflet form. There is also ticket inter-operability on all supported service routes within the county borough.

## 5. Strategy

The main strategy explores the current situation as highlighted by a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. This combines with the ten Objectives in Chapter 3 to attain the Council's public transport Vision. The strategy is sub-divided under seven headings.

### Operational

This section addresses matters that relate to aspects of bus operation for which the following strategy elements have been identified:

- ▶ **Improved bus service level.**
- ▶ **Quality Bus Partnerships (QBP).**

### Physical Infrastructure

This section addresses matters relating to the management and improvement of the physical infrastructure of the bus service for which the following strategy elements have been identified:

- ▶ **Bus station.**
- ▶ **Bus stops.**
- ▶ **Bus priority measures.**
- ▶ **Interchanges.**
- ▶ **Technology.**

### Ticketing & Fares

This section addresses matters relating to the availability and method of ticketing and fares for the bus network for which the following strategy elements have been identified:

- ▶ **Through ticketing and Smartcard.**
- ▶ **Concessionary Fares.**
- ▶ **Other fare initiatives.**

### Security & Safety

This section addresses matters relating to personal safety and security of passengers and bus staff both on bus and at waiting facilities for which the following strategy elements have been identified:

- ▶ **Secure bus stations and bus stops and routes to them.**

### Social Inclusion

This section addresses matters relating to the reduction or elimination of social exclusion and the promotion of equity in accessibility for which the following strategy elements have been identified:

- ▶ **Integration of school, health and social services transport.**
- ▶ **Improved modal interchanges and positive encouragement for complementary development such as shops.**
- ▶ **Links with rail services and other modes of transport.**
- ▶ **Development of Community Transport.**

### Marketing & Information

This section addresses matters relating to the provision of public transport information and the marketing of services for which the following strategy elements have been identified:

- ▶ **Regional branding and marketing of services and infrastructure.**
- ▶ **Clear identification of interchanges and key stops to provide them with a recognisable identity, quality and status.**
- ▶ **Introduction or expansion of Real Time Passenger Information systems compatible with others in Wales and capable of drawing information from the Traveline Cymru database.**

### Strategic Partnership Working

This section addresses matters relating the development of partnerships with stakeholders, local authority consortia and adjacent local authorities for which the following strategy elements have been identified:

- ▶ **Quality Bus Partnerships and Contracts.**
- ▶ **Regional branding and marketing of services and infrastructure.**
- ▶ **Introduction or expansion of Real Time Passenger Information systems compatible with others in Wales and capable of drawing information from the Travelline Cymru database.**

▶ **Integration of school, health and social services transport.**

The seven strategy headings produced a series of Strategy Action Points which will realise the Vision and Objectives of the LABS.

## 6. **Priorities for Action**

The BABS contains a prioritised index (PI) of nineteen bus-related attributes which form the basis of the prioritisation of the forty-one strategy actions in Chapter 5 of this LABS. Initially the action points are grouped into a Prioritised Strategy Action Plan with short term (0-2 years), medium term (3-4 years) and long term (5+years) time-scales with an additional category for continuing actions reflecting the public's expectations and demands for the bus network.

To achieve the large number of strategy action points (41) with the limited resources available to the Council, the LABS has re-prioritised these action points into 13 Priorities for Action, each of which covers a number of strategy action points.

## 7. **Programme for Delivery**

A five-year Programme of Delivery for implementing the Priorities for Action has been prepared for the period of 2003/04 to 2007/08. The programme provides a year by year timetable for implementation and a detailed financial profile including potential funding sources.

The following are sources from which funding could be sought for public transport investment:

- ▶ **Transport Grant and Supplementary Credit Approval.**
- ▶ **Basic Credit Approval.**
- ▶ **European Union Fund e.g. Objective One, ERDF.**
- ▶ **Developer Contributions – Planning Gain under S106-type agreements.**
- ▶ **Town Improvement Grant.**
- ▶ **Hypothecated Funding.**
- ▶ **Grants for Railway Services.**
- ▶ **Local Transport Service Grant.**
- ▶ **Quality Partnerships.**
- ▶ **Public Finance Initiative.**

## 8. Appraisal

The appraisal of the strategy has been undertaken using the government's 'New Approach To Appraisal' (NATA) technique. The perceived impacts of each of the seven strategy headings have been appraised qualitatively against the following categories:

- ▶ **Accessibility.**
- ▶ **Economy.**
- ▶ **Integration.**
- ▶ **Safety and Security.**
- ▶ **Environment.**

## 9. Targets and Monitoring

Strategy actions and targets identified in the LABS will be monitored in order to measure and assess progress in achieving outputs and outcomes, two specific sections of the strategy need to be measured and monitored. These are the strategy action points and strategy outputs. Key Performance Indicators (KPIs) will be used to assess how the strategy outputs meet the objectives set out in Chapter 3. Each KPI has been given a high, medium or low rating reflecting the indicator's importance as a target. Quantitative impacts have also been derived out of the appraisal process for each of the seven strategy headings and the strategy action points that have arisen from them.



## 1. Background

### 1.1 Population

1.1.1 Bridgend county borough is home to 128,650 people (Office of National Statistics 2001) and it covers an area of 28,500 hectares. The Council's Unitary Development Plan (UDP) population projections indicate a 4.8% growth in the population of the county borough by 2016. The Table 1.1 below shows the projected quinquennial growth in population between 2001 and 2016.

**Table 1.1** –Projected Population of Bridgend County Borough 2001–2016

Year	2001	2006	2011	2016
Population	128,652	130,785	132,601	134,797

1.1.2 Rising population and increasing economic and social activities, especially where such activities incur transport use, have to be matched by increasing levels of housing, employment and transportation facilities, in appropriate quantities and locations to meet the requirements and needs of the various segments of the population. Of particular interest to public transport and its funding is the proportion of the population that is made up of people who are 60 years old and beyond. Under existing regulations, this group enjoys free bus travel, and in Bridgend, where it constitutes over a fifth of the total population, the impact that it will have on the supply of, and demand for public transport services, particularly, cannot be ignored.

### 1.2 Land-use and Transportation

1.2.1 Bridgend county borough is well served by arterial transportation links that facilitate strategic public transport movements. At certain locations such as in Bridgend an Maesteg, there is a healthy level of integration between bus and rail which provides a workable basis for future improvement. (See general plan of key settlements & employment areas with rail network and transport corridors)

1.2.2 Developing integrated transport strategies in the county borough lie at the root of UDP Policy T15 which seeks to adopt the multi-modal corridor approach to transportation planning and infrastructure improvement/investment. This strategic approach will enable the Council to assess the complementary characteristics of both bus (road) and rail where the two exist along the same corridor. The Llynfi corridor satisfies such a criterion.

1.2.3 Bridgend town centre is the focus of public transport operations in the county borough and they are dominated by bus services which are offered by eight operators five of whom operate the Council's socially necessary services. The major infrastructure that makes the delivery of these services possible comprises: 512 bus stops of which 246 have so far been upgraded, two bus stations in Bridgend and Maesteg, a small bus station in Porthcawl, and bus lanes on Derwen Road, Coity Road, Litchard Cross and Nolton Street along routes to

Bridgend town centre. All traffic signals in the county borough are fitted with transponders to give priority to buses.

- 1.2.4 The three valleys that lie in the north of the county borough, namely; Llynfi, Ogmore and Garw contain three of the most heavily trafficked bus routes in the county borough. All these routes converge at junction 36 of the M4 and therefore the route between it and Bridgend town centre makes it the most densely and sometimes congested bus route in Bridgend. Junction 36 has therefore become a distributor node for traffic from the valleys to Bridgend town centre and the southern parts of the county borough where the majority of employment opportunities exist. However, access to these opportunities is compromised by the inadequacy of the junction to cope with peak time traffic volumes.
- 1.2.5 The local bus network is built around five major corridors. These are the Porthcawl Corridor, Llynfi Corridor, Garw Corridor, Ogmore Corridor and Pencoed Corridor. (See figure 4.1)
- 1.2.6 Bridgend county borough is served by 32 route-miles of railway track, and nine railway stations five of which have dedicated park-and-ride facilities. These facilities are located at Bridgend, Maesteg, Tondy, Sarn and Pyle railway stations. They are among the interchange facilities that promote integrated transport use within the county borough. Others include a bus-rail link that runs between Caerau and Maesteg railway station and it is extended to Bridgend railway station during the evening when branch line services cease running. There is also a limited service between Cefn Cribwr and Pyle station. Bus interchange facilities are also available at Bridgend railway station to serve the Porthcawl route.
- 1.2.7 The M4 motorway marks a north-south divide that not only forms a physical barrier but also defines the spatial location of socio-economic characteristics such as levels of employment, the nature of deprivation and exclusion, and the levels of accessibility and mobility both by car and public transport. The public transport network in the county borough, and the services that it supports, has a bearing on the location of land-use. Public transport accessibility is therefore higher or denser in the south of the county borough where most of the economic activities and employment opportunities are located.
- 1.2.8 The decentralisation of economic activities such as out-of-town shopping centres, and the development of large industrial estates and business parks forms the need for greater mobility. Many of these sites are located on strategic transport routes, such as the A473 and the A48, which are only used by regional bus services, not local services. These services do not provide penetration into the Waterton or Bridgend Industrial Estates or the Brocastle sites which lie adjacent to these corridors. Therefore local access via public transport is limited or non-existent. Consequently, public transport access to and from these destinations has not kept pace with the rate at which they continue to generate travel, especially during the off-peak period.
- 1.2.9 The existing pattern of land-use development, and especially its relationship with public transport, does not adequately serve the purposes of sustainable development. Development plan proposals contained in the Council's UDP and LTP seek to redress the modal imbalance that has resulted from existing land-use and transportation patterns where the development of public transport facilities has not, in the past, been given the required priority in land-use development areas. Part of this future change will be facilitated

by Policy T15 of the UDP which has identified strategic transport corridors along which public transport investment, particularly investment in bus infrastructure will be encouraged. Prominent among these corridors where bus priority measures will be concentrated are the ones that serve the three valleys of Llynfi, Garw and Ogmore.

- 1.2.10 Other future changes will be delivered by the assessment of all major land-use development to determine the contribution that they make towards the use of public transport. Policy T7 of the UDP provides a wider context in which public transport provision will be associated with new development. Under this regime, sponsors of land-use development will be required to submit a public transport accessibility audit and a statement of how a public transport deficit will be met. Such changes are currently being implemented under existing legislation and planning guidance where proposed developments such as at Parc Derwen will incorporate the provision of bus facilities. Other expected initiatives will be the introduction of travel plans, where appropriate, to reduce car travel and encourage the use of public transport for the journey to work.
- 1.2.11 The provision of public transport facilities in development areas such as Parc Derwen and Sarn Park which are adjacent to junction 36 of the M4 is an essential element of the Council's strategy to reduce the preponderant reliance on cars, especially for the journey to work. Other proposed employment areas that will also benefit from this policy are the Brackla, Bridgend and Waterton Industrial Estates.
- 1.2.12 Bus improvement and priority measures such as dedicated bus lanes, transponders at all traffic signals, bus stop improvements and the installation of CCTV at Bridgend bus station will be supplemented by future improvements in rail services. There are proposals to build a new railway station at Brackla which will integrate park-and-ride, bus, taxi, cycle and pedestrian facilities to serve the Bridgend and Waterton Industrial Estates. The Council intends to commission a feasibility study into the development of a passing loop on the Maesteg rail line which would facilitate a doubling of current frequency.
- 1.2.13 Public transport improvement is a key part of the Council's sustainable development strategy. Nevertheless, it is essential that measures that reduce the need for motorised travel are also incorporated in wider Council policy. One such measure is the promotion of Information Technology (IT) use. Consequently, the Council is developing policies and strategies that promote travel-substitution measures by encouraging the use of IT. The future potential of IT to reduce the level of commuter, or other, trips should therefore be given due recognition. However, due to the industrial nature of much employment in the county borough, any such aspirations should be realistic.

### 1.3 Social Inclusion

- 1.3.1 Mobility and access deprivation is a component of social exclusion. Inadequate or unequal public transport access to employment areas and areas of educational and other opportunities compromises the ability of some residents of the county borough to access all the opportunities available in the travel-to-work region which encompasses the SWIFT and SWWITCH areas. The Council's public transport strategy, together with other policy

initiatives, will help to make existing employment locations accessible, and also to open up other areas of opportunity and release the potential of developable land. Current and future public transport improvement schemes should therefore be seen as an integral part of the Council's economic development, land-use and social inclusion strategy.

- 1.3.2 Many residents of the county borough, especially those who reside in the three valleys, are excluded from harnessing all the opportunities on offer within the county borough as a result of being either socially or spatially excluded. This is amply recognised in the Council's Local Transport Plan thus "It is recognised that disadvantages such as poor education and low skills, limited employment opportunities, poor health, and spatial isolation can sometimes be made less severe through the provision of appropriate transport facilities." (Please refer to paragraph 2 of the Executive Summary of the LTP. For a fuller text, please refer to Chapter 3, pages 25 – 39 of the LTP.) This is what the multi-modal corridor approach adopted under Policy T15 of the UDP in conjunction with the Transport Grant funded package for Integrated Transport Initiatives will provide. This bus strategy will be used as a tool to tackle multiple deprivation on whose indices many electoral divisions along the valley corridors do not register too well.
- 1.3.3 Areas such as Caerau, Maesteg East, Maesteg West and Nantyllyllon all register poor indices in employment, income, education, health and access. These wards are among the northern wards that command the lowest employment opportunities in the county borough. The following statistics underlie the dearth of employment opportunities in the Llynfi valley: Maesteg West commands 6% of the employment opportunities in the county borough, Maesteg East, 1.7%; Nantyllyllon, 1%; and Caerau, 0.6%.
- 1.3.4 In contrast, three wards south of the M4 contain 50% of all employment in the county borough and it is for this reason that access to the south of the county borough from the north, has to be improved. (For the full text, please refer to paragraph 1.2 of Annexe 1 of the Bridgend County Borough Socio-Economic Profile) Another factor of inequality that has to be addressed through this strategy is that: in a county borough where there is a gender split of 50:50 in employment but where a far larger proportion of the 88% who travel to work by car are men, it is essential that public transport facilities are improved to cater for the travel-to-work needs of women. (Source: OPCS – 1991)
- 1.3.5 Decentralisation of land-use and other social policies such as parental choice in education have contributed towards a sparse public transport network within the county borough. The network has in turn contributed to a social consequence of inequality and inequity of accessibility and mobility. This LABS will help to redress such imbalances.
- 1.3.6 The Local Area Bus Strategy (LABS) will promote equality of access to opportunities. It will enhance access to educational, training, employment and social opportunities which are relatively abundant south of junction 36. Its principal merit lies in its facilitating ability to pull all sectors of the community together. For example, a settlement such as Caerau, which is the most deprived ward in Bridgend and the 17th out of the 865 in Wales will benefit. Other beneficiary wards north of the M4 include Bettws which ranks as the 2nd most deprived ward in the county borough and 22nd in Wales; Blackmill, 3rd and 58th respectively and Blaengarw, 5th and 128th.

- 1.3.7 These indicators which measure levels of income, employment, health deprivation and disability, education, skills and training are contained in the National Assembly's Index of Socio-Economic Conditions for 2000. The LABS will serve as a 'space adjuster' for those with skills but without access to jobs and those without skills with access to training. It will also provide the opportunity for all sectors of the community to interact with one another and act in a partnership in which the Council will exercise its function as a community leader.

### 1.4 Regional Planning and Strategic Context

- 1.4.1 The re-organisation of local government into unitary but geographically smaller Authorities gave rise to the need for a regional co-ordinating body that would pull together all land-use and transportation issues and policies that are of strategic and cross-boundary significance. Three such bodies were created by the ten local authorities in south-east Wales on a consortium basis to compile and disseminate good practice and provide a regional context for the application of national policy.
- 1.4.2 Until 2003 two of the three consortia namely; South Wales Integrated Fast Transit (SWIFT) and Transport Integration in the Gwent Economic Region (TIGER) co-ordinated public transport strategies in the region. SWIFT concentrated on public transport issues in six local authorities focussed on providing access to jobs in Cardiff and the Bay. This was supported by a SWIFT strategy document which contains public transport capital schemes and initiatives that received funding via Transport Grant. TIGER on the other hand co-ordinated public transport strategy throughout the Gwent region and prioritised investment on that basis. The third consortium was the South-East Wales Transport Forum (SEWTF) which provided a forum for co-ordinating overall transport policies in the ten local authorities in the region.
- 1.4.3 In the future public transport matters and all other transport issues of a strategic nature in south-east Wales will be co-ordinated by the newly established South East Wales Transport Board (SEWTB). In April 2003 the 3 Regional consortia (SWIFT, TIGER and SEWTF) amalgamated to form the SEWTB. The rationale behind SEWTB is to afford coherence and focus in the co-ordination of transport policy, transport strategy, public transport investment, good practice and also to avoid duplication of effort. The SEWTB has sponsored the development of the Regional Public Transport Strategy which provides the strategic context for the individual Local Area Bus Strategy.





## 2. Consultation

### 2.1 Overview

- 2.1.1 The primary reason for undertaking public consultation for the Local Area Bus Strategy is to reconcile the perception with reality. The Guidance issued by the Welsh Assembly Government stresses the need to demonstrate that the development of LABS has been influenced and directed through the involvement of the public and stakeholders. It is accepted that a good and effective consultative process and the establishment of partnerships is fundamental in delivering improvements to bus based public transport through the LABS.
- 2.1.2 This chapter sets out the consultative process employed by the Council; how LABS fits into this process; and, the process utilised in the future evolution of LABS.

### 2.2 Consultative Process

- 2.2.1 The consultative process that the Council uses is a hierarchical approach to the development of policies and strategies. The basic principles for the consultative process and what is involved in undertaking each element are set out below:

#### 2.2.2 Information

- 2.2.3 This element of the consultative process involves a one-way dissemination of information from the Council to stakeholders and the general public. A variety of methods are employed including press release and adverts, distributing documents to public libraries and council buildings, and exhibitions.

- 2.2.4 Typically the Information stage of the consultative process takes place at the end of the formulation of policy and strategy. However, in some circumstances it has proven necessary to provide information to the general public and stakeholders at the beginning of any process.

#### 2.2.5 Consultation

- 2.2.6 This aspect of the consultative process involves the Council seeking views, opinions and information from the general public and stakeholders. Methods for consultation range from structured questionnaires and surveys to the seeking of comments on a particular policy or strategy.

- 2.2.7 The stage at which a particular policy or strategy is at dictates the method of consultation. Typically, questionnaires and surveys occur at the beginning of the formulation process, whilst the seeking of comments occurs once a document has been drafted.

## 2.2.8 Participation

2.2.9 The active involvement and participation of the general public and stakeholders involves mutual prioritisation and awareness raising of issues and problems. Methods for involving other parties in a particular process range from face-to-face meetings to focus groups.

## 2.3 Consultation to Date

2.3.1 The following section briefly explains the methods that have been employed so far in engaging both the general public and the stakeholders in the production of LABS. The views, opinions and priorities for public transport and how all aspects can be more successfully integrated and promoted have been sought from the public and stakeholders in two documents; 'Best Value Review of Supported Transport Services' and 'Bridgend Areas Bus Study'.

### 2.3.2 Best Value Review of Supported Transport Services

2.3.3 The 'Best Value Review of Supported Transport Services' is a partnership between the Directorates of Environmental & Planning Services; Education, Leisure & Community Services and Personal Services. The aim was to investigate how transportation services provided by each of the directorates could be better integrated.

2.3.4 The Review involved consultation and participation exercises with customers and stakeholders of supported bus services. Three areas were targeted: all statutory schools travel, social care travel, and supported bus services.

2.3.5 Consultation both with the stakeholders and customers of supported bus services took the following format:

- **directly-mailed questionnaires to the various customers and stakeholder organisations;**
- **face-to-face structured interviews with customers ; and,**
- **surveys conducted aboard vehicles.**

2.3.6 Stakeholders also participated in the process of producing the review through a series of face-to-face meetings and structured interviews with officers from the Council.

### 2.3.7 Bridgend Area Bus Study (BABS)

2.3.8 The 'Bridgend Area Bus Study 2002' (BABS) gathered information pertinent to commercial bus services operating in and through Bridgend County Borough. The study employed a variety of methods to consult stakeholders, customers and non-customers of buses. The process of consultation on the BABS is contained in Appendix F.

2.3.9 Consultation with the general public took the form of questionnaires and surveys that were conducted at a variety of locations, including:

- **One-to-one interviews with passengers on-board buses,**
- **Trip-End Interviews with passengers both at Bridgend bus station and at the town centre car parks,**
- **In-Home interviews with a demographically representative sample of members of the public.**

2.3.10 The selected members of the general public and stakeholders were invited to participate in the process of producing the study. Participation involved the following two methods, namely:

- **Meetings and seminars held between the local authority and the various invited stakeholders; and**
- **Focus Groups (16 in total) held with demographically representative samples of members of the general public.**

## 2.4 Partnership Working

2.4.1 In conjunction with the initial consultation exercises undertaken as part of the BABS, LABS has been influenced by the consultations and discussions that have taken place with the variety of partner organisations and groups involved in public transport. It is important that the Council works in partnership in order to effectively deliver the vision and aims of the LABS.

### 2.4.2 Quality Bus Partnerships (QBPs)

2.4.3 Bridgend CBC began the process of negotiating a Quality Bus Partnership with First Cymru in 1999. Good progress was made on the formulation of a partnership document with officers from the Council using the Neath Port Talbot CBC QBP as a start point.

2.4.4 However, changes within First Cymru resulted in the process of formulating the Bridgend QBP coming to a halt. The issue has since been further complicated by establishment of an additional major operator within the County Borough, namely Bridgend Bus Company. Council officers have been negotiating with both operators, and while at present no progress has been made in resurrecting the process of developing a QBP for the county borough, the Council will continue to pursue its introduction to secure additional investment by local operators to complement local authority investment in the local bus network.

### 2.4.4 Regional Consortia

2.4.5 The Council participates in a close working partnership between the other local authorities and stakeholders as members of the SWIFT regional transportation consortia. Within this partnership regional public transportation initiatives and policy, including bus based, are formulated. Bridgend also shares a boundary with a local authority, Neath Port-Talbot County Borough Council, who are a member of a separate regional consortium SWWITCH (South West Wales Integrated Transportation Consortium).

2.4.6 Working in partnership at a regional level has meant that the LABS has been prepared within a regional context and has a large degree of integration with the neighbouring authorities' LABS. This integration is reinforced by the Regional Public Transport Strategy, outlined below.

#### 2.4.7 **Regional Public Transport Strategy**

2.4.8 The LABS complements and builds upon the Regional Public Transport Strategy that has been prepared by the SWIFT consortium of local authorities. The partnership between the different local authorities that comprise SWIFT, SWWITCH and TIGER has had a bearing on the formulation of the vision and strategy of this LABS.

### 2.5 Further Consultation

2.5.1 Stakeholders will be invited to provide comments and observations on the final draft of the LABS. Each stakeholder (see Appendix D for list of consultees) will be provided with both a paper and electronic copy of LABS.

2.5.2 The limited timescale for publishing the LABS has meant that it was not feasible to undertake additional consultation with the general public on the finalised document. Therefore, the completed LABS document will be made available for the general public to view at all libraries across the County Borough. The final document is also available to be viewed on the Council's website at [www.bridgend.gov.uk](http://www.bridgend.gov.uk).

2.5.3 Publicising the availability of LABS for viewing by the general public will be undertaken by the Council's Corporate Communications Section. Publicity initiatives will include advertisements and press releases for the local newspapers and radio station, posters and notices, and summary leaflets.

2.5.4 The Council will, upon request, provide copies of the LABS in a variety of accessible formats, including editions for the visually impaired and Welsh language editions.

## 3. Vision and Objectives

### 3.1 Vision

**Bridgend County Borough Council will actively promote the use of public transport, particularly buses. The transportation system in the county borough will serve the inclusive needs of all sections of the community where all residents have equitable access to public transport facilities.**

**The principal points of action will be to pursue modal shift targets in favour of public transport, encourage the integration of land-use with transportation in accordance with UDP policies of locating land-use development along corridors that are well-served by public transport, and to seek the integration of all transport modes, and with other community objectives.**

### 3.2 Objectives

- 3.2.1 Sustainable mobility and equitable access are essential factors in developing and facilitating a successful economy and an inclusive society. There is a necessity not only to reduce the length of motorised journeys, but also to ensure that a sustainable transport system is attained by reducing the level of car use, especially for commuter and school journeys. A significant goal in achieving this vision is the development of an effective public transport system that is preponderantly based on the bus, principally due to the flexibility that it has over railways. This goal will be especially relevant in areas of the county borough where the density of car ownership is low and therefore the potential for future growth in ownership and use is high.
- 3.2.2 Bus use faces many crucial problems in the county borough and therefore the objectives that are defined in this LABS have to be practical and realistic enough to address the social, economic and environmental contribution of buses to the development of the county borough. Three major obstacles need to be addressed as part of setting objectives for bus use and bus improvements in the county borough. These are: public perception; public transport infrastructure; and legislative constraints.
- 3.2.3 The first problem is behavioural or attitudinal on the part of current and potential bus users. The Bridgend Area Bus Study (BABS) identified various factors that make bus use less attractive than other motorised modes. Although some of the problems identified owed more to perception, there were some real issues that needed to be addressed. There were genuine concerns that significant improvements would be needed, at least to retain current levels of patronage, especially among those who constitute what is deemed to be a captive market. Consequently, practical objectives have to be set in this LABS to improve bus frequencies, facilitate greater reliability, encourage network expansion into residential and employment areas, and improve journey times.
- 3.2.4 The second problem that needs to be overcome relates to infrastructure; this concerns both bus passengers and bus operators. Infrastructure problems adversely affect journey times and the reliability of buses which cause inconvenience for bus passengers and increase the operating costs of bus operators. Congestion on roads, poor siting and

condition of bus stops and associated facilities, lack of modal integration are among the factors that contribute to the inadequacy of bus infrastructure. The LABS therefore needs to pursue practical objectives to correct any deficiencies in order to retain and improve the current bus share of modal split and be able to attract people from their cars onto buses. It is important also that adequate levels of infrastructure provision and bus priority measures are maintained in order to improve the viability of bus operations in the county borough by removing barriers to reliability and thereby enhance the performance of services.

- 3.2.5 The third problem relates to legislative constraints imposed by the Transport Act 1985 which introduced competition among operators, and removed commercial and operational involvement of local authorities in England and Wales. This means that, apart from the Council's contracted socially necessary services, there is little opportunity for the Council to improve the commercial provision of bus services other than to drive improvements in vehicle types, as part of a negotiated agreement, to facilitate frequency improvements or to pump-prime diversions of existing commercial services to serve new developments.
- 3.2.6 In Bridgend, there is competition among bus operators on several routes which prevents co-operation and integration of services. For example, return tickets issued on one operator's services are not interchangeable with another's. Competition has also encouraged predatory registration of services where two buses to the same destination may run within ten minutes with no bus for the remainder of the hour. This has a negative impact on service frequencies which inconveniences passengers greatly.
- 3.2.7 Further complications have arisen from the provisions of the Competition Act 1998 and Transport Act 2000 which preclude bus operators from co-operating to introduce services along the same route at equally spaced time intervals. Inter-availability of ticketing is made difficult in the absence of a mechanism for apportioning fare revenues among multiple operators similar to that present in the rail industry.
- 3.2.8 The objectives of the Bridgend County Borough Council LABS are consistent with the strategic and local transport objectives set out in the following documents:
- **Bridgend County Borough Council Unitary Development Plan (see Policy T1);**
  - **Bridgend County Borough Council Corporate Improvement Plan 2003/04 (see section 1 therein);**
  - **Bridgend County Borough Local Plan 2000 – 2005 (see page 97 therein);**
  - **Plan for Wales 2001 (see paragraph 1.1 therein);**
  - **Regional Public Transport Strategy 2003 (see section 2.4 therein).**
- 3.2.9 All of the objectives relevant to LABS in the 5 documents above capture two principal objectives, these are :
- i) **Enhancing the environment and infrastructure; and**
  - ii) **Ensuring equality of access.**

- 3.2.10 In view of the commercial constraints imposed by the Transport Act 1985, the LABS objectives will concentrate on areas of bus operations such as infrastructure development and policy formulation and areas where the Council has the power to influence bus operations. Despite these constraints, current transport policy guidance and Section 114 of the Transport Act 2000 provide the Council with the opportunity to work in partnership with local bus operators under the Quality Bus Partnership initiative to improve and facilitate ease of accessibility to the public transport network. The objectives will also encompass issues relating to the operational and financial aspects of socially necessary services and Community Transport initiatives.
- 3.2.11 In setting the objectives of the LABS, it is essential to define a local bus service vis-à-vis regional bus services. Thus, in this context a regional bus service is one which links the County Borough with a regional centre such as Cardiff or Swansea. Services operating within or across boundaries but which are not focussed on a regional centre are defined as being local bus operations.
- 3.2.12 Objective 1 - To Increase Access to Public Transport by Improving and Expanding the Bus Network Throughout the County Borough and also Working in Partnership with Bus Operators to Improve Frequencies, Reliability, Punctuality and Affordability of Fares.**
- 3.2.13 Bridgend County Borough Council will promote the provision and improvement of bus links between residential and employment areas which will incorporate improved infrastructure at bus stops and the introduction of new services to meet identified demand or to build on existing demand. Sunday services and additional services at Christmas and New Year form part of this provision which is funded by the Council with the exception of services between Porthcawl and Bridgend and Bridgend and Cardiff. The Council is currently undertaking a bus infrastructure improvement programme which includes bus priority measures, bus station improvements, bus stop improvements and provision of CCTV at appropriate locations. The Council will expect that such public investment will be reciprocated by service improvements from local bus operators.
- 3.2.14 Objective 2 - To provide bus priority measures to improve reliability and to speed up bus journeys.**
- 3.2.15 The current bus corridor improvements which have provided selective detection at traffic signals and bus lanes will be expanded throughout the network of bus routes serving the county borough. Assessments will take place to determine what works will be required at what location, and given the valley topography, what works will be feasible within such an environment. Negotiations with bus operators will take place to obtain commitment to maintaining services along routes.
- 3.2.16 Objective 3 - To provide physical facilities and linkages that integrate bus services with other modes of transport.**
- 3.2.17 Plans to re-develop the bus station at Bridgend town centre along with the provision of a new interchange at Bridgend Railway Station and a physical road link between the two stations, will improve the links between public transport facilities for other modes and

pedestrians. New park-and-ride facilities have been proposed for the planned Brackla Railway Station and at Wildmill Railway Station. Facilities for 'kiss-and-ride', cycle racks, taxi ranks, bus stops and easy access by pedestrians and the mobility impaired will be included. Both sites will offer bus and rail based park-and-ride facilities. Future sites based on car-bus interchange will be located at nodal points around Bridgend town centre while the constraints of the local highway network at tourist destinations such as Porthcawl may mean the location of park-and-ride sites further from the town centre. It is intended to provide secure cycle parking facilities at stations and interchanges under a joint approach with Train Operating Companies and bus operators. These capital investments are being funded under the WAG Transport Grant initiative.

**3.2.18 Objective 4 - To improve waiting and other ancillary facilities at bus stations, bus stops and on buses, including ease of access to bus services.**

3.2.19 A major programme of improvement is already underway based on the five main bus corridors and facilities, such as bus stops and shelters, serving Bridgend town centre as defined in the LTP and the UDP. This programme will be expanded to include those bus routes which feed into, or are subsidiary to, the major intra-urban routes. At Bridgend Railway Station, waiting and information facilities will feature at the proposed transport interchange while in the town centre the present bus station will be re-developed to include passenger waiting areas, real time information and supervision of services arriving at and leaving the station.

**3.2.20 Objective 5 - To improve the security and safety of bus passengers at bus stops and bus stations.**

3.2.21 As part of the bus corridor improvement works, new lighting columns have been provided at selected stops where the level of lighting has been inadequate. Lighting columns have been re-located at other sites. It is intended that this approach will be continued on all new bus corridors. It will also be extended to cover pedestrian links to railway stations and bus stops in the county borough. Security and safety aspects will be incorporated at the design stage based on the evidence gathered during public consultation exercises. In pursuit of this, a system of CCTV cameras and 'help' points will be provided at selected locations linked to the removal of visibility barriers such as overgrowth of shrubs and bushes. The Council will encourage bus operators to install on-bus cameras to monitor passenger behaviour and motorist abuse of bus lanes and other bus priority measures.

**3.2.22 Objective 6 - To improve integration between bus services and the national rail network.**

3.2.23 The Council will continue its programme of improvements to rail services and the development of rail infrastructure. The Council will also promote the active integration of rail services with other modes and with land-use development in accordance with the Council's UDP policies. The Council intends to introduce bus-rail feeder services, similar to the existing successful service linking Caerau to trains at Maesteg Railway Station, to serve other stations along the Maesteg branch line and the South Wales main line. The revenue implications of such an integrated bus-rail service will be accommodated within the LTSG expenditure.

**3.2.24 Objective 7 - To integrate bus services with other community objectives such as in health, education and social services.**

3.2.25 Where there are obvious means of integration, such as level access boarders for the mobility impaired and families with children, these will be included as part of any infrastructure works. The introduction of the Welsh Assembly Government's free concessionary travel scheme has brought increased demand for services. The expansion of services to meet this demand is encouraged and supported by the Council as it means less reliance on Social Services. These benefits are also available to those with health problems who are now able to travel under the supervision of a companion free of charge. Extending the use of bus services to include journeys to health establishments will be investigated in conjunction with the relevant health bodies.

The regional Smartcard for the elderly and mobility impaired which allows free travel throughout Wales, has the potential to be adapted and modified to provide half fare travel on non-school public transport for schoolchildren who qualify for free travel to school, and to all paying pupils and students in the 16-18-year old age group. The extension of this initiative to selected sectors of the population will be dependent on availability of resources.

**3.2.26 Objective 8 - To facilitate the integration of ticketing and fares and explore innovate ways of promoting affordable bus use.**

3.2.27 The integration of ticketing and fares has proved difficult and more work needs to be done to achieve this objective. The current contract conditions of the Council's contracted bus services require that a ticket issued by a commercial operator can be used on a service provided under contract over common sections of the route.

**3.2.28 Objective 9 - To co-operate with all stakeholders to enhance the image of buses.**

3.2.29 The Bridgend Area Bus Study (BABS) has identified inadequate information as one of the elements that have adverse influence on public attitudes towards bus use. Jointly funded timetable information and the production of area route maps are currently being pursued. The perceived low quality of buses has to be altered to reflect the actual improvements derived from the introduction by bus operators of fleets of modern, low floor vehicles. The existing informal arrangements between the Council and bus operators will continue work already undertaken to enhance the image of buses.

**3.2.30 Objective 10 - To facilitate the active dissemination of public transport information.**

3.2.31 The national bus enquiry line 'Traveline' is operated by Public Transport Information (PTI) Cymru to provide a full bus journey planning service. As this is the only service able to provide correct up-to-the-date details of bus services, the telephone number is included in all publicity material. It will also be displayed at each bus stop within the county borough. The provision of information will be extended to the Bridgend County Borough Council web site which will provide links to PTI Cymru and the National Rail Enquiry Service while application forms for free travel under the Welsh Assembly Government Free Travel Concessionary Scheme will be available on line together with contact details for dealing with more specific requests.



## 4. Current State of Public Transport

### 4.1 Overview

4.1.1 Bridgend town centre is the focus of public transport services in the county borough. The strategic public transport network within the county borough encompasses the South Wales main railway line which connects the county borough to London and Swansea, the railway line from Maesteg to Bridgend, and five bus corridors. These corridors form part of the multi-modal corridors network that has been identified in Policy T15 of the Council's Unitary Development Plan. The bus corridors, as illustrated in Figure 4.1, include:

#### 4.1.2 The Llynfi Valley Corridor

4.1.3 Bus services on this corridor provide access to destinations along the corridor to the bus station in Bridgend town centre where interchange services are available for connection to other corridors or en route at Sarn near junction 36 of the M4 motorway. The first weekday (Mon – Sat) service from Maesteg to Bridgend departs at 06:15, with a daytime service every 20 minutes in each direction. The weekday evening service between Bridgend and Maesteg is funded by this Authority with the last service leaving Bridgend at 22:30. All Sunday services are funded by the Council.

#### 4.1.4 The Garw Valley Corridor

4.1.5 Bus services along this corridor also provide no direct link to other corridors which can only be accessed by bus from Bridgend town centre. However, in addition to stopping at Bridgend bus station, service 14 provides links to Bridgend and Waterton Industrial Estates from Blaengarw at 06:35 and 07:15. The first weekday service from Blaengarw to Bridgend departs at 06:20 with two competing operators providing five journeys in each direction, every hour throughout the day. The weekday evening service between Bridgend and Blaengarw is funded by BCBC under the contracted service scheme with the last service leaving Bridgend at 22:40.

#### 4.1.6 The Ogmore Valley Corridor

4.1.7 Similar to the Garw Valley Corridor, very few services provide through services to locations beyond Bridgend bus station, although services 21 and 22 provide onward connections to Bridgend Industrial Estate and the Sony Plant at Pencoed. The first weekday service from Nantymoel to Bridgend departs at 06:00, with two competing operators providing five journeys in each direction, every hour throughout the day. All Sunday services are funded by BCBC under the contracted services scheme.

#### 4.1.8 The Pencoed Corridor

4.1.9 The first weekday service from Bridgend to Pencoed departs at 06:45, with two competing operators providing a total of three journeys every hour in each direction throughout the

day. Evening services along this route operate until 23.00. An additional service operating between Bridgend and Talbot Green via Heol-y-Cyw, jointly funded by BCBC and Rhondda Cynon Taff County Borough Council, operates every 90 minutes from 09.00 with the last service departing Bridgend at 22.30.

#### 4.1.10 **The Porthcawl/Pyle Corridor**

4.1.11 The first weekday service from Porthcawl to Bridgend departs at 06.40, with 2 competing operators providing a total of 6 daytime services every hour throughout the day. The weekday evening service is funded by Bridgend County Borough Council with the last service leaving Bridgend at 22.15. All Sunday services are funded by this Authority.

4.1.12 The corridor approach is based on the sustainable transport objective to develop these corridors as multi-modal routes which give priority to public transport, cyclists and pedestrian movements, in particular for the journey to work, and to enhance the environmental capacities of the roads and the localities involved. The corridor approach also provides a comprehensive and integrated approach within which to assess transport investment.

4.1.13 Bus services within the county borough are provided by eight bus companies which operate both commercial and socially necessary services. There are also rail links between Maesteg and Bridgend where the Maesteg rail-line joins the South Wales main line at Bridgend Railway Station providing rail travel to Swansea, Cardiff and London and the rest of the national rail network.

4.1.14 The Council is currently implementing a comprehensive LTP capital programme of public transport investment funded under the Transport Grant initiative. This investment programme includes improvements to: the accessibility of the bus network; waiting and other facilities at bus stations and bus stops; security and safety at bus stops, for example by providing adequate lighting. These are all being implemented within the framework provided by the corridors strategy.

4.1.15 Under the programme the five main bus corridors serving Bridgend have been evaluated and fitted with the following :

- **Level access kerbs;**
- **New or refurbished bus shelters where appropriate ;**
- **New bus stop poles, signs and timetable cases;**
- **New lighting columns have also been erected at identified locations.**

4.1.16 All traffic signals within the County Borough have now been equipped with selective detection loops which enable them to recognise the approach of a bus or emergency vehicle. To operate the system, transponders or "tags" are fitted to most buses working within the county borough and as the system adopted is also in use in Neath Port Talbot, Swansea



and Rhondda Cynon Taff, buses from those areas also benefit. The system provides the potential for Real-Time Information and tracking of vehicles to provide more accurate information for bus passengers.

- 4.1.17 Interchange between car and rail has been in place since 1992 when some railway stations were provided with park-and-ride car parks funded by the Council. This concept will be extended to include the railway station at Wildmill and the proposed station at Brackla. The significant distinction, however, is that they will be constructed as car, bus, pedestrian, cycling and train interchanges with improved links for all modes being accommodated on-site.



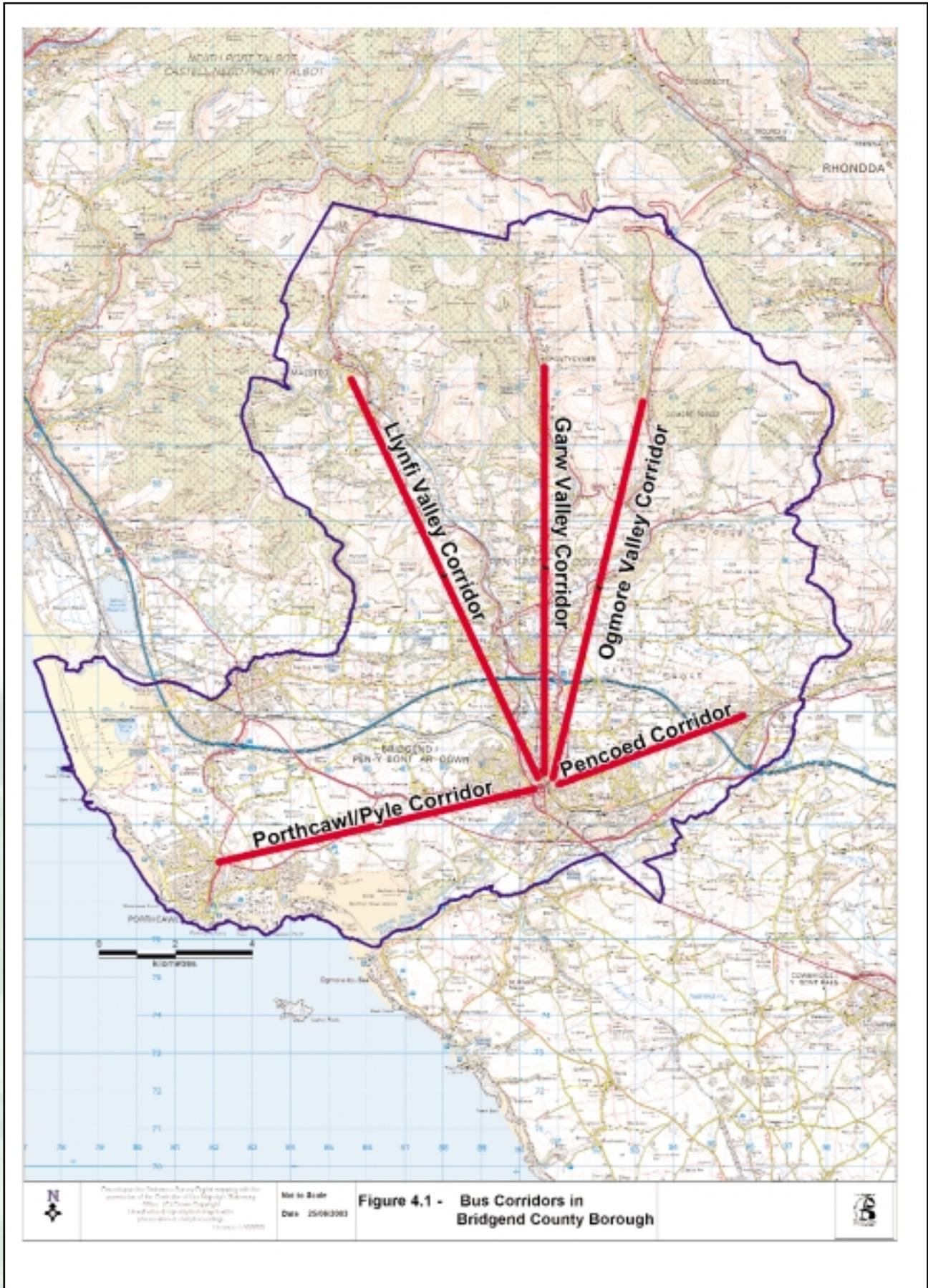


Figure 4.1 - Bus Corridors in Bridgend County Borough

## 4.2 [General Inventory of Public Transport Services](#)

### 4.2.1 **Operational Climate**

4.2.2 Nine organisations currently operate public service vehicles in the county borough of which eight are commercial bus operating companies and one, the Ogwr Transport for the Elderly or Disabled (OTED), provides Community Transport services. The eight commercial bus operating companies are:

- **First Cymru;**
- **Bridgend Bus Company;**
- **GM Coaches;**
- **Wilkins Bros. Ltd.;**
- **Bebb Travel;**
- **Stagecoach Red and White;**
- **Stagecoach Rhondda; and**
- **Travel Final Ltd.**

4.2.3 There are varying degrees of fleet capacity among the eight companies ranging from a small company with a fleet of three buses to subsidiaries of multi-national corporations with thirty seven buses operating out of local depots.

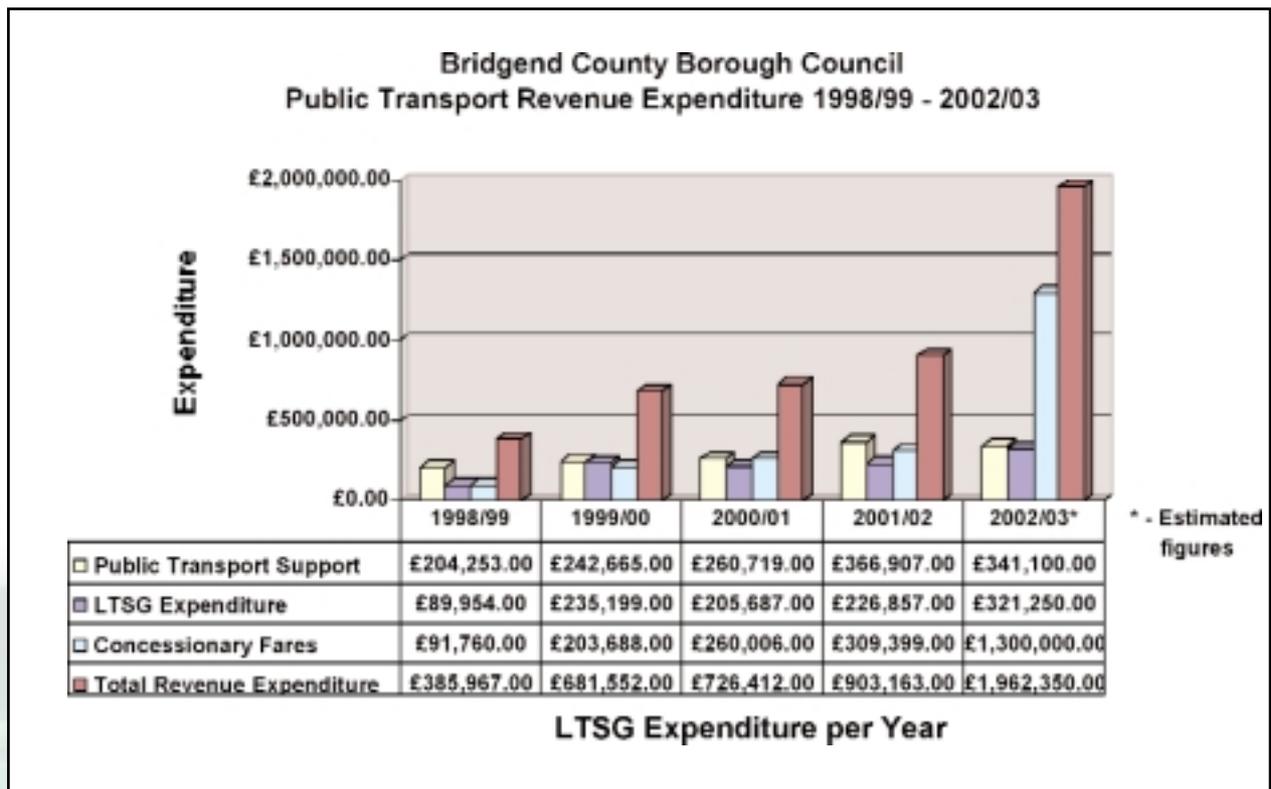
4.2.4 Six of the eight companies operate commercial services which do not require financial support from Bridgend County Borough Council (BCBC). This is an indication of a competitive bus market that positively reflects the essence of the Transport Act 1985.

4.2.5 At present it is not possible to assess the volume of bus use in terms of total passengers carried, despite repeated requests from the Council for local operators to provide this data. This is as a result of the unwillingness of local bus operators to provide information regarding the commercial bus network due to the perceived commercial sensitivity of the data.

4.2.6 In addition to commercial services operated by the bus companies, BCBC supports services along routes and corridors which are not commercially viable but are socially necessary. These services are provided through the public transport revenue budget of £345,000 for 2002/03, and the Welsh Assembly Government (WAG) Local Transport Services Grant (LTSG) for 2002/03 of £321,000. The socially necessary routes cover a total distance of approximately 213,416km per year and carry an average of 349,257 passengers per year.

4.2.7 LTSG received from WAG provides funding for new services which may later become commercial. It also enables experimental services to be introduced along routes which are not traditionally covered by the commercial public transport network, or to enhance service frequencies or to fund diversions of existing services. Furthermore, it can also be used for minor infrastructure enhancements and to fund additional staffing resources. Diagram 4.1 below indicates the total public transport revenue expenditure for Bridgend County Borough Council between 1998-99 and 2002/03.

Diagram 4.1



4.2.8 According to the Association of Transport Co-ordinating Officers (ATCO) "Price, Expenditure and Competition Survey 2002" document, the average price increase for public bus contracts renewed on a like-for-like basis, within Councils in Wales was 28.2% between 2001 and 2002. Between 2000/2001 and 2001/2002 public bus contracts expenditure in Bridgend increased by £106,188 from £260,719 to £366,907. This represents an increase of 40.1% over the same period as the ATCO survey. In addition to utilising this funding to provide bespoke services, any shortfall between the public transport support budget and the required expenditure for public bus contracts have been accommodated through use of the LTSG. An example of this would be the Maesteg Parc Estate to Maesteg service which was a withdrawn commercial service re-instated and now wholly funded by the Council. The route serves an isolated housing estate and its re-introduction by this Council as an hourly service ensured a vital link to the town and nearby schools was maintained.

4.2.9 As part of a drive towards improving service reliability and timetable compliance, commercial bus operators, both nationally and locally, have been concentrating their services along core routes. This has led to a withdrawal of services to communities which are remote

from the main routes. In many cases this has meant that local authorities have had to replace the commercial services with less frequent socially necessary services. Following the withdrawal of a number of commercial services over successive years, several communities within the county borough were left without a bus service of any description. Consultation with Local Councillors and Assembly Members identified the need for a service linking Pen-y-Fai, the McArthurGlen retail outlet/Sainsbury's, HM Parc Prison and Coity, Princess Way (Brackla) with Bridgend town centre. The new service was introduced in January 2003 and figures for the period January - March 2003 show a healthy average monthly patronage of 692.

- 4.2.10 There are currently informal partnership arrangements where Council officers hold occasional meetings with representatives from all local bus operators, this arrangement has existed since 1996. The Council entered into negotiations with First Cymru, as the largest operator in the county borough, with a view to establishing a Quality Bus Partnership in the area. However changes at First Group resulted in these negotiations being halted prior to the completion of the partnership.
- 4.2.11 Following consultation with the Bridgend Association of Voluntary Organisations during 2001/02, only one Community Transport scheme was found to be operating in Bridgend County Borough. Ogwr Transport for the Elderly or Disabled (OTED) are a registered charity providing door-to-door transport for persons registered with the charity, who are unable to access mainstream public transport. Currently they operate an estimated 700 passenger-journeys per week within the Bridgend area. Traditionally they have employed one full-time co-ordinator with all drivers and other administrative staff being volunteers.

- 4.2.12 Through its LTSG allocation in 2001/02, the Council was able to provide OTED with a £56,000 funding for the purchase of two specially adapted minibuses and two sets of portable wheelchair ramps, illustrated in Photograph 4.1. This investment has enabled OTED to increase its service commitment to its users and provide a more reliable and efficient service. In addition, with the increasing demand on OTED and its new vehicles the Council awarded the group a further £33,700 from its LTSG allocation for 2002/03. This funding enabled the group to employ 4 part-time drivers, and helped to ensure that the vehicles funded by the Authority were used to their full potential.



- 4.2.13 Further consultation during 2002/03 revealed a second group within the county borough seeking to introduce a Community Transport scheme specifically within the Maesteg area. The Llynfi Valley Community Transport Group was formed in 2000 with the aim of setting up a Community Transport initiative to serve local community groups including youth groups such as Cubs and Scouts, Tenants and Residents Associations and other local groups. The Council provided the group with £4,314 funding from the LTSG allocation in 2002/03 to fund a business study and a part-time project development worker to progress the study.

4.2.14 Aside from the two organisations mentioned above, despite consultation with the Bridgend Association of Voluntary Organisations, the Council is not aware of any further Community Transport groups or innovative bus services operating within the county borough. OTED is also the only organisation within the county borough which is registered with the Community Transport Association (CTA). The Llynfi Valley Community Transport Group will be encouraged to apply for membership of the CTA upon completion of the above business study.

4.2.15 The Council commissioned the Bridgend Area Bus Study (BABS) in September 2001 to collect information pertinent to bus services in the county borough. This study did not highlight any need unmet by the existing provision of Community Transport. However, it is expected that as a result of the major bus operators concentrating bus services along the main transport corridors identified in the BABS study, Community Transport could provide an important role for areas that are isolated from the main public transport network.

#### 4.2.16 Concessionary Fares Scheme

4.2.17 In April 2002, the Welsh Assembly Government introduced its free concessionary bus travel scheme throughout Wales. The scheme entitled all women over 60 years of age, men over 65 years and disabled persons to free travel on all local bus services throughout Wales. Since April 2003, the scheme has been extended to cover men from age 60.

4.2.18 In the first full financial year since the inception of the free bus travel scheme in April 2002, BridgendCBC issued 18,954 concessionary passes. The breakdown is as follows:

<i>Category</i>	<i>Number of Passes</i>
Elderly	17,288
Disabled	1,666

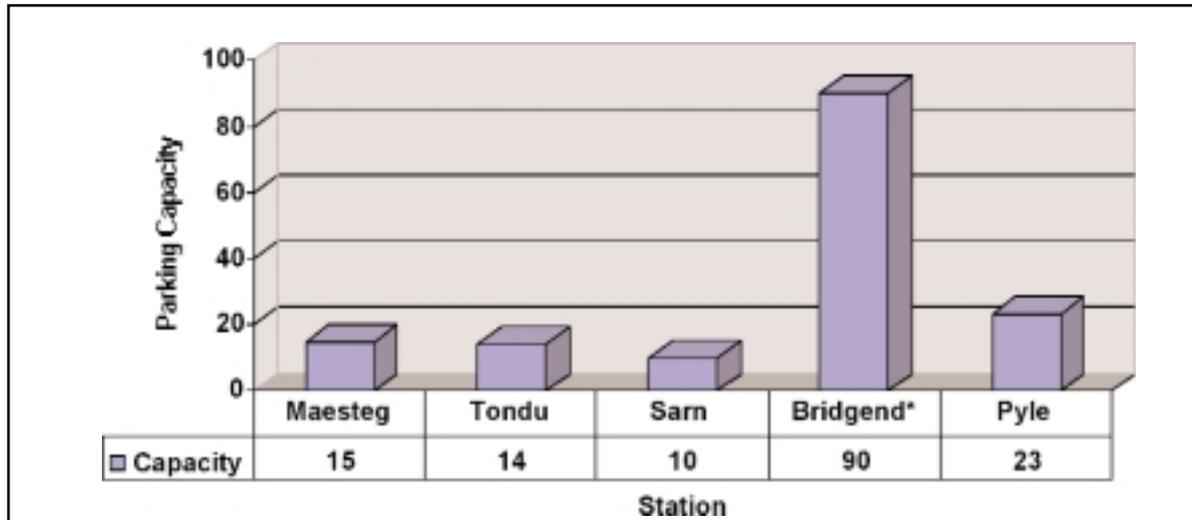
4.2.19 For the financial year April 2002 to April 2003, the total cost to Bridgend County Borough Council of implementing this WAG initiative was £1,352,923.90. This represents an average of £71.38 funding per pass-holder per year for free local bus travel. Over the same period holders of the concessionary passes made a total of 1,505,332 journeys throughout the county borough of Bridgend, this represents an average cost to the authority of 90p per journey.

4.2.20 On the 1st April 2003 the WAG free travel scheme criteria were extended to include men of 60 years of age. As a result of this change in the qualifying criteria 974 passes have been issued to men eligible since April.

#### 4.2.21 Existing and Proposed Park and Ride Services

4.2.22 Currently, there are five park-and-ride sites in the county borough all of which serve railway stations; three of these have bus connections. For instance, there is a bus feeder service between Caerau and Maesteg railway station; a bus stop at the entrance to Pyle railway station; and bus connection service between Porthcawl and Bridgend railway station. The parking capacities of the park-and-ride facilities are shown in Diagram 4.2:

Diagram 4.2 - Park and Ride Station Capacity in Bridgend County Borough



4.2.23 Bridgend County Borough Council has identified two park-and-ride sites for future development in the Local Transport Plan, one at the Wildmill railway station and the other at the proposed Brackla Railway Station. The proposed Wildmill scheme will provide a small-scale interchange between private cars, taxis, buses, pedestrians and trains with forty car parking spaces, a bus turning circle and cycling and pedestrian links to the residential and light industrial areas nearby. The proposed Brackla railway station and its associated park and ride facility will provide a multi-modal interchange between pedestrians, cyclists, private cars, taxis, buses and trains with a bus turning head, space to accommodate three buses, a passenger shelter, fifty five car parking spaces, cycle racks and a pedestrian and cycle bridge over the railway to link into adjacent residential and employment sites.

#### 4.2.24 The Role of Taxis in Public Transport

4.2.25 The total number of vehicles licensed to operate by the Council has remained relatively stable over recent years and there are currently 365 licensed taxis and private hire vehicles within the county borough, approximately 165 of these are licensed in Bridgend town itself. Due to the flexible nature of the industry and the array of uses of the service, taxi provision tends to be demand-responsive. At present there are on average 100,000 taxi journeys per week in the authority.

4.2.26 The taxi industry operates in competition with the other modes of public transport within the county borough, in particular with the bus operating companies. As a result, the introduction of the WAG free travel scheme had a significant impact on taxi operations in the authority despite taxi fares remaining at the same level for the past three years and the Transport Act 1985 permitting taxis to compete for public service work.

4.2.27 There is a small degree of integration of taxis with other public transport modes, in particular this is illustrated through the ability of taxis to use the bus priority measures throughout the authority and the provision of a taxi rank at the Bridgend railway station as illustrated by Photograph 4.2:



*Photograph 4.2 - Public Transport Integration at Bridgend Railway Station*

- 4.2.28 The standard of vehicles used has improved as a result of tests carried out by the licensing section of the Council under the Local Government Miscellaneous Provisions Act 1976. The section carries out two tests per year, which are required by the Act to be at least to MOT standard, on all licensed vehicles which are paid for by the taxi licence holder. For new vehicles this includes a test prior to them being allowed to operate, whilst all vehicles more than 5 years old are required to undertake three tests per year. The current average age of vehicles operating in the county borough is three years old.
- 4.2.29 The image of the taxi in the county borough has been enhanced through improvements in vehicle and driver standards, as a result of the introduction of full police checks, annual driving licence reviews and a Driver Awareness Course run by the licensing section. As part of the Driver Awareness Course taxi operators are given advice on dealing with those with mobility and visual impairments. However not all vehicles in operation in the county borough are wheelchair accessible and therefore, when the Disability Discrimination Act 1995 is applied in 2005, it will have a significant effect on the taxi industry in the county borough due to the cost of meeting these new requirements.
- 4.2.30 Future expansion of the taxi industry within the county borough will not be specifically limited by the licensing section of the authority as the level of provision is generally accepted to respond to market forces. Therefore, the number of taxis operating in the area is likely to vary in line with the changing travel patterns of the general population.

#### 4.3 Trends in the use of Public Transport and Estimates of Future Demand

- 4.3.1 Due to the competitive nature of the bus industry, bus operators in Bridgend are often reluctant to provide data regarding the number of passengers carried on commercial bus services as it is viewed as being commercially sensitive. The supported services therefore represent the only source from which the Council is able to obtain reliable data relating to levels of patronage. The Council applies contract conditions to all the services which

are operated under contract whereby the bus operator is required to provide monthly patronage data. However, figures are not available for the period prior to the clause being included in the contract conditions.

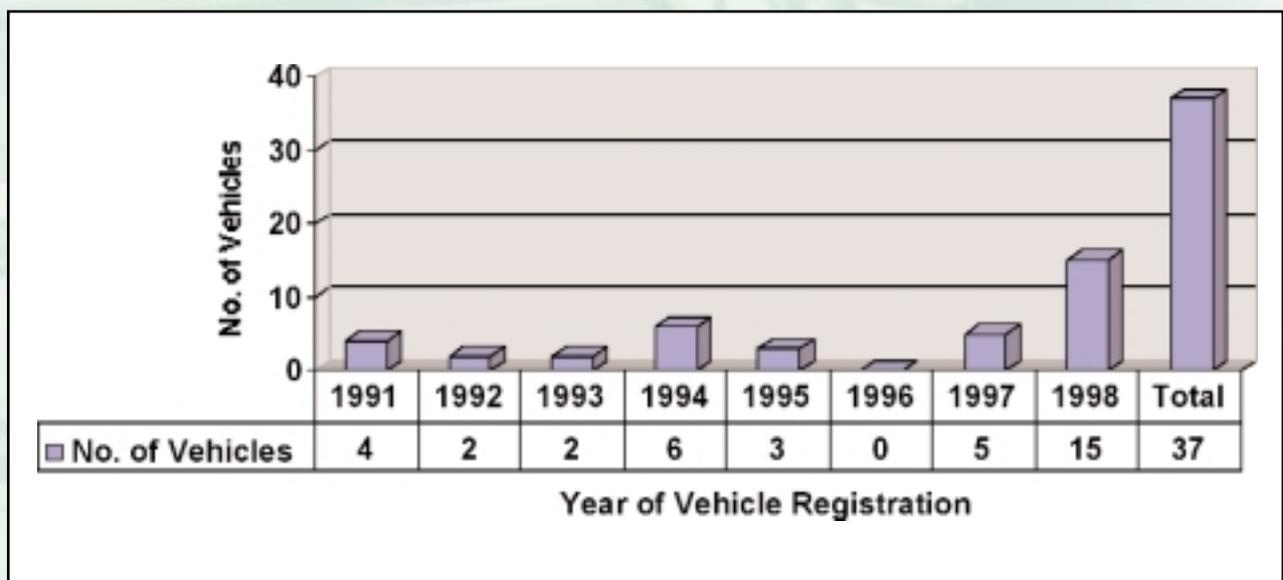
4.3.2 The earliest date for which information is available is 2001/2002, during which 233,428 passengers were carried on the supported routes. In the financial year from April 2002 to April 2003 a total of 349,257 passengers were carried on the contracted services wholly funded by the authority. This rise of 115,829 or 33% on the 2001/02 figures can be partly attributed to the introduction of the free bus travel scheme but detailed information to ascertain the extent of the impact of this scheme is not available at present.

4.4 *Assessment of the State of the Existing Infrastructure and Bus Fleet.*

4.4.1 **State of the Bus Fleet and Fitness for Requirements.**

4.4.2 Both of the major commercial bus operators in the county borough, First Cymru and Bridgend Bus Company, were contacted regarding the provision of information relating to the state of their respective fleets. Despite repeated requests to provide the information, to date only the largest operator in the area, First Cymru, has provided information relating to the age of the vehicles which it operates within the county borough. This information is illustrated in Diagram 4.3 below.

Diagram 4.3



4.4.3 The Council also contacted both operators to ascertain the compliance of their vehicle fleets with EU 1,2 and 3 emission standards. Despite several attempts to collect this information, neither company has as yet been forthcoming with the required data. Therefore it is not possible to assess whether the vehicles used by local operators comply with the EU emission standards, or which measures would be required in order to bring these vehicles up to a suitable standard.

4.4.4 The Council funded supported services "Conditions of Contract", issued as part of the tender documents for all socially necessary bus services, specify a minimum standard for vehicles used to operate these services. The conditions contained therein state that:

*"All vehicles used in pursuance of this contract must be maintained in a safe, clean and good mechanical conditions and meet current Disabled Persons Transport Advisory Committee (DPTAC) specifications"*

4.4.4 The existing socially necessary service contracts were let in April 2001 and are largely based on the contract documents used previously by the Council where vehicle standards are compliant with the guidance provided by DIPTAC. This ensures that operators must provide vehicles which meet the following criteria:

- **a minimum number of priority seats on buses for disabled passengers;**
- **the size and height of steps;**
- **handrails to assist disabled people;**
- **colour contrasting of features such as handrails and steps to help partially sighted people;**
- **easy to use bell pushes throughout a bus;**
- **audible and visual signals to stop a bus or to request a boarding device;**  
**and**
- **equipment to display the route and destination.**

#### 4.4.6 State of Existing Infrastructure

4.4.7 Bridgend County Borough Council has installed selective vehicle detection equipment at every signalised junction throughout the authority and as part of this partnership each bus operator has fitted their vehicles with transponder 'tags' with the aim of reducing waiting times at these junctions and promoting the free flow of buses. The transponders operate on a "green wave" principle, where the traffic lights change to green on the approach of a bus to clear the road of traffic ahead of the bus.

4.4.8 Furthermore to improve the movement of buses within the county borough, the Council has implemented, through the Welsh Assembly Government's Transport Grant funding, bus lanes on Derwen Road, Coity Road, Litchard Cross and Nolton Street. Photograph 4.3 illustrates the priority measures at Litchard Cross.



4.4.9 The Bridgend Area Bus Study (BABS) provides an indication of the current state of the bus infrastructure in the county borough. Of the 31 stops which were surveyed during the study :

- **73% displayed no route numbers;**
- **No timetable was provided at 54% of the stops;**
- **67% of stops/shelters were in a 'good' condition, although 11% were either 'severely or considerably damaged' (however it should be noted that there are ongoing improvements to the shelter environments in the borough);**
- **86% of stops were provided with a shelter, with 64% of these having seats;**
- **22% of stops/shelters had glass/plastic windows missing or damaged;**
- **60% of stops contained standard raised kerbs;**
- **23% of sites were severely covered in graffiti;**
- **Lighting was present at only 29% of stops. However, street lighting was present within five metres (5m) of 79% of the stops.**

4.4.10 Table 4.1 indicates the existing facilities which are provided at each of the bus and rail stations throughout the county borough.

	Bus Stations			Railway Stations							
	Bridgend	Maesteg	Porthcawl	Bridgend	Measteg	Garth	Tondu	Sarn	Wildmill	Pencoed	Pyle
<b>Information Facilities</b>											
Timetable Cases	a	a	a	a	a		a	a	a	a	a
Real-time Information				a						a	a
Audio/visual info.				a						a	a
Leaflet Distribution Point				a							
<b>Infrastructure Facilities</b>											
Shelters	a	a	a	a	a		a	a	a	a	a
Station Building	a			a							
Disabled Access	a	a	a		a		a	a	a	a	a
Enclosed Waiting Area	a	a		a							
Amenities	a	a		a							
<b>Local Design Considerations</b>											
Consulted Planning	a	a									
Compliance with TAN 12	a										
Heritage	a			a							
<b>Security</b>											
CCTV	a			a	a						
Staff Present at Station	a			a							
Lighting	a	a	a	a	a	a	a	a	a	a	a
Help Point				a	a		a	a	a	a	a
<b>Interchange</b>											
Bus Access	a	a	a	a	a						a
Served by Buses	a	a	a		a						a
Cycle Racks				a	a		a	a	a	a	a
Taxi Ranks	a			a	a		a	a			
Park and Ride Facilities				a	a		a	a			a

Table 4.1 - Existing Station Facilities in Bridgend County Borough

4.4.11 Bridgend County Borough Council was successful in 2000, in its bid to the National Assembly for Wales for transport grant funding to redevelop Bridgend Bus Station. This would form part of a larger initiative to improve bus movements in the town centre and to further integrate the bus network with other modes of transport, in particular through the introduction of a road link between the new bus station and the existing railway station. The main aim of the bus station project is to:

- **Enhance passenger facilities, making public transport more attractive to users.**

4.4.12 The construction of the new station, as illustrated in Photograph 4.4, is scheduled to begin in September 2003 and the scheme will include the provision of the following facilities:

- **Construction of 11 bus bays, with an additional bus stop on Market Street for use by National Express/Coach companies;**
- **New bus station buildings have the following amenities :**
  - Main concourse area;
  - Office for BCBC staff;
  - Facilities management office;
  - Male and female toilets;
  - Disabled toilet with baby changing facilities;
  - Main entrance on south side;
  - Secondary entrance point on North side of tower;
  - First floor offices and restrooms for operators;
  - First floor toilets for bus operators;
  - Space for shop and information point on ground floor;
  - Plant room on first floor;
  - Fixed furniture and fittings including storage and lockers;
  - Seating and waiting area;
  - Intruder alarm installation;
  - Public address system;
  - Public information display system (incorporating future 'real time' capability) including large back-to-back signs in concourse and destination signs at each bay exit;
  - CCTV installation and link to town centre system;
  - Telephone and communications installation;
  - Clock installation;
  - Touch screen public information kiosk;
  - Emergency help points;
  - High quality feature lighting;
  - Gateway arrival points signage and map of town centre;
  - Timetable signage at each bay.

Photograph 4.4 - Bridgend Bus Station Re-Development



4.4.13 The following recommendations were made in paragraph 4.5.4 of the BABS Strategy Report to improve the overall quality of stops within the Borough :

- **The provision of reliable and, where possible, real time information and anticipated arrival time information to enhance the ability of individuals to undertake stress free journeys. Information should be provided in a format and size appropriate for use by the visually impaired and elderly, and should include a contact telephone number for the acquisition of additional information;**
- **The provision of seating at all sheltered stops, of a quality and material commensurate with the characteristics of the surrounding area;**
- **The provision of shelters at all stops, of a suitable format and material commensurate with the surrounding area;**
- **The provision of general bus and public transport information at stops, to assist unfamiliar travellers in determining the appropriate service and travel schedule;**
- **All stops should be provided with suitable facilities for the disposal of litter, and stop environments should be cleaned, to ensure that the image of all elements of the network are maximised; and**
- **The provision of lighting adequate to illuminate the whole stop environment, thereby reducing actual and perceived levels of insecurity.**

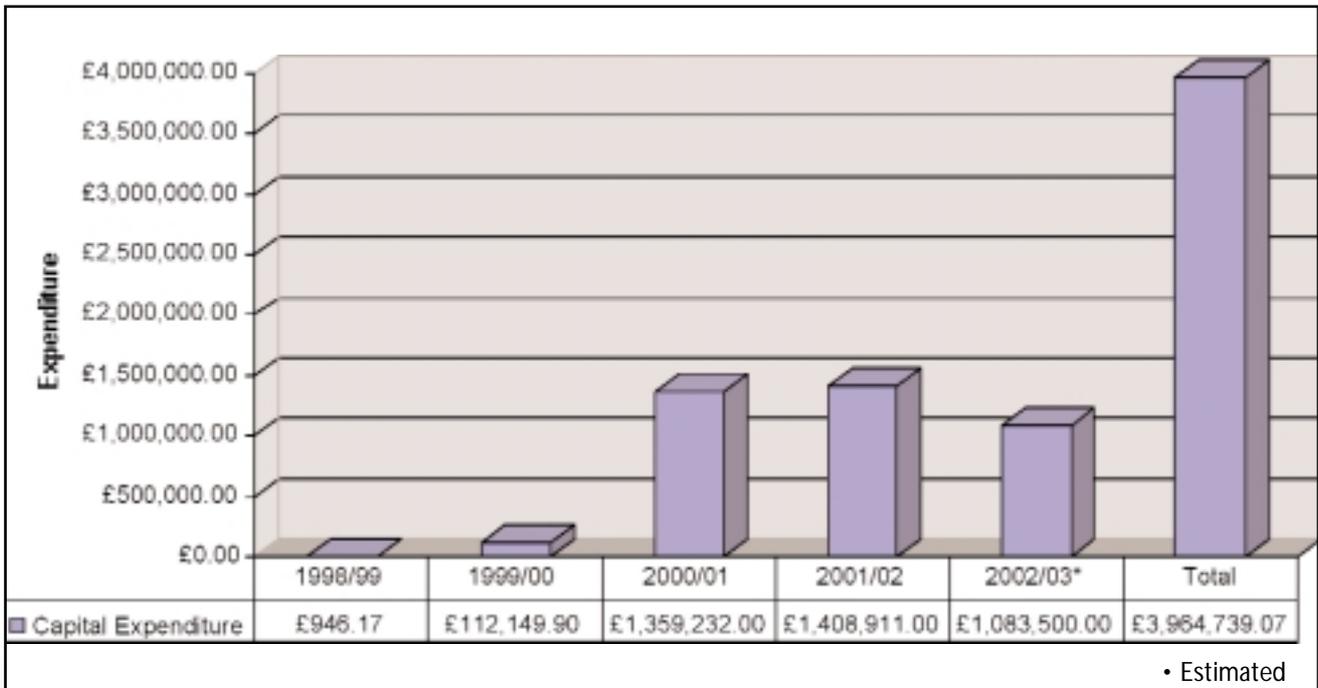
4.4.14 Improvements to the bus stop environments throughout the county borough are currently being carried out and 246 of the estimated 512 bus stops have now been upgraded. The minimum identified requirement of facilities for each stop, as illustrated in Photograph 4.5 below is:

- **'Level access kerbs'**
- **A bus stop pole;**
- **A bus stop flag;**
- **A timetable case.**



4.4.15 The range of improvements to the bus network infrastructure, including the upgrading of individual stops, has been part of the Councils capital expenditure programme aimed at improving public transport within the county borough. Diagram 4.4 below indicates the Councils capital expenditure between 1998/99 and 2002/03.

Diagram 4.4 – Capital Expenditure on Public Transport



## 4.5 Public Transport Information

4.5.1 Section 139 (6) of the Transport Act 2000 defines public transport information as:

- "(a) information about routes and time-tabling of local services to, from and within the authority's area,*
- (b) information about fares for journeys on such local services, and*
- (c) such other information about facilities for disabled persons, travel concessions, connections with other public passenger transport services or matters of value to the public as the authority consider appropriate in relation to their area".*

4.5.2 Public Transport information in the county borough is disseminated through a variety of media. Section 139 of the Transport Act 2000 also places a duty on all local authorities to ensure that local bus information is made available to the public, and that it is available in 'the appropriate way'. The Council, as a member authority of the South East Wales Transport Board (SEWTB) consortium, is awaiting guidance from the Transport Board which is assessing the regional definition of what is considered 'the appropriate way' to make timetable information available. However, it is the Council's opinion that the regional definition should only be formulated in line with Section 139 (2) which requires consultation.

- 4.5.3 Furthermore, it is the duty of local authorities to ensure that if they consider that the required information is not being made available, or is not being made available in the "appropriate way", then under Section 139 (5) :

*"the authority must seek to make arrangements with the operators of the local services concerned under which those operators agree to make the information available (or to make it available in that way)."*

However, to date, it has not been necessary for the Council to invoke this section of the Transport Act 2000 due to the existing provision, and quality, of information distributed by the majority of local operators.

- 4.5.4 In addition to the above, under Section 140 (1) :

"If the authority is unable to make satisfactory arrangements with one or more of those operators, they –

*(a) must make available, or secure that there is made available, in the "appropriate way" such of the required information as is not being made available or is not being made available in that way (whether by virtue of arrangements made under Section 139(5) or otherwise), and*

*(b) may recover from that operator or those operators the reasonable costs incurred by them in doing so as a civil debt due to them."*

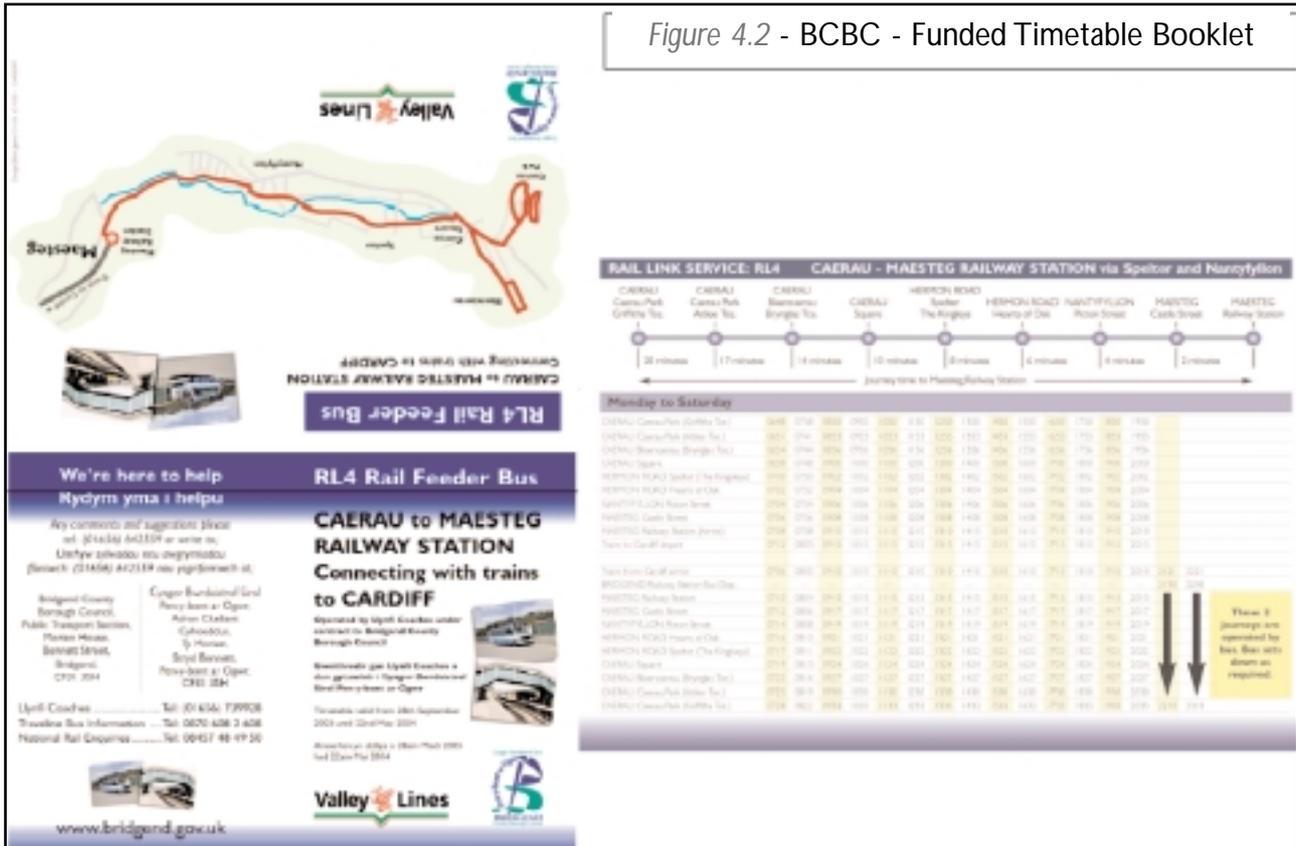
- 4.5.5 With regard to the provision of commercial information at bus interchanges, at present no formal arrangements are in place between the Council and local operators although all enquiries regarding timetable information received by the authority are directed to PTI Cymru. However, Bridgend County Borough Council has informal arrangements with local bus operators with regard to information provision which enables the operators to display timetable information in the new timetable cases provided as part of the Council's ongoing infrastructure improvements. Whilst the current provision of information by the majority of local operators is satisfactory, there is potential for further improvements in the quality of the information provided and to ensure that relevant site specific information is provided at each bus interchange. This could be achieved through the development of formal arrangements between the Council and local operators under a future Quality Bus Partnership.

- 4.5.6 In order to provide bus stop information to a common standard, the Council will seek to undertake an assessment of the quality of information at bus stops throughout the borough and to co-ordinate the provision of accurate and up-to-date information at these stops. The resource implications of this are still being investigated.

- 4.5.7 As part of the supported services contract specifications, the Council has determined that as a minimum standard, each operator undertaking supported service work funded by the Council is required by the authority to:

*"make available to the public, in a manner to be determined with the Council, printed timetable information relating to the service, notwithstanding that the Council may promote the availability of public transport services from time to time at its own discretion. The Contractor shall ensure that any subsidised service is given prominent publicity on published timetables and the Councils name in an approved style is included".*

- 4.5.8 In general, information concerning commercial services is provided by the operator responsible for running that service. This may be in the form of printed timetables, telephone enquiries or information contained on the operator's own web-site.
- 4.5.9 Where the Council funds the extension of commercial services, for example to include early morning and evening operations, the timetable information for these services is included in the corresponding commercial timetable documents published by the respective operator.
- 4.5.10 The Council is currently designing a series of timetable leaflets for those socially necessary services which are wholly funded by the Council and operate independently of commercial services. The first of these leaflets in circulation, shown below in Figure 4.2, has been produced for the RL4 Rail Feeder Bus Service which operates between Caerau and Maesteg Railway Station and connects with train services to Cardiff Central Railway Station. The other services for which these leaflets are to be produced are :
- a) Bridgend to Oaklands Road;
  - b) Bridgend to Talbot Green via Heol-y-Cyw;
  - c) Bridgend to Blaengarw via Braichycymmer;
  - d) Bridgend to Pen-y-Fai via Brackla;
  - e) Maesteg to Maesteg Parc;
  - f) Porthcawl to Danygraig/Rest House;
  - g) Sarn to Aberkenfig Schools;
  - h) Betws to Nantymoel;
  - i) Pyle to Bridgend via Fforddygyfraith.



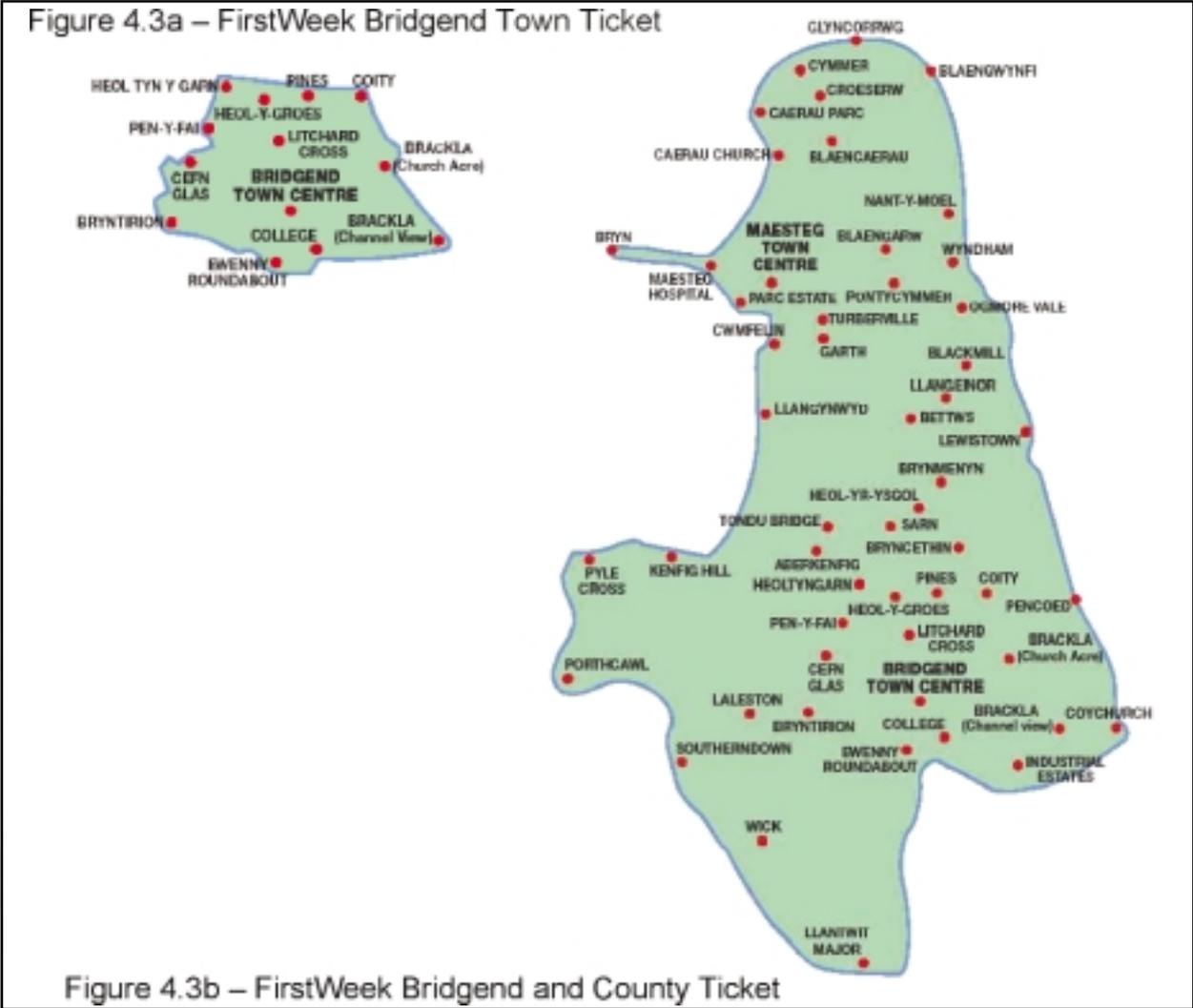
4.5.11 The provision of separate timetable leaflets for these services has a number of advantages. Firstly, producing timetables for specific services reduces production costs in the event of alterations to the operation of a particular service. Secondly, producing leaflets solely for the wholly funded socially necessary services avoids duplication of information as information relating to the majority of commercial operations, and those socially necessary services which act as extensions to commercial services, within the county borough, are contained in timetables published by First Cymru.

4.5.12 These bespoke services are contracted by the Council under Section 89 of the Transport Act 1985. This statutory requirement empowers the Council to set the level and frequency of the service thus providing almost total control over the operating timetable. This facilitates stability of service which provides an excellent opportunity to promote bus use along routes which are not commercially viable, yet provide a vital social function. These services also complement the commercial operations and maintain a good level of service during off-peak hours.

#### 4.6 Ticketing and Fares

4.6.1 There is ticket inter-operability on all supported services routes within the county borough. In effect this allows passengers to travel in one direction on one operator's service, and provided that the return journey is a contracted service over a common section of route, the ticket can be used to return on another. However, at present this opportunity is not available to passengers on all commercial services due to issues relating to the distribution of fare revenues. Negotiations are, however, continuing with bus operators in an attempt to introduce this facility along the commercial network.

4.6.2 To enhance the ease of travel within the county borough, a variety of ticketing types are available, for example First Cymru offer two types of weekly ticket. One is the FirstWeek Bridgend Town Ticket which provides unlimited travel on First local buses in the area bounded by Pen-y-fai, Heol Tyn y Garn, Heol y Groes, Pines, Coity, Brackla (Church Acre), Brackla (Channel View), Bridgend College, Ewenny Roundabout, Bryntirion and Cefn Glas. The other is the FirstWeek Bridgend and County Ticket which includes the area covered by the Bridgend Town Ticket plus Coychurch, Waterton Cross, Porthcawl, Pyle Cross, Kenfig Hill, Pen-coed, Lewistown, Nantymoel, Blaengarw, Maesteg Bryn and Llantwit Major. The coverage of these ticketing options is illustrated in Figures 4.3a and 4.3b respectively:



4.6.3 As a result of the Welsh Assembly Government (WAG) free travel scheme, new travel opportunities have been provided for the elderly and disabled on both supported and commercial services. The use of Smartcard technology for the free travel scheme will, once the card reading facilities have been installed on all vehicles, in time supply valuable information regarding the travel patterns of concessionary pass holders which will in turn aid the future development of bus services.

- 4.6.4 The WAG free travel scheme has been advertised through a national television campaign in conjunction with advertisements in other sections of the media. Information about the service has been made available in all Bridgend County Borough Council libraries and other Council information points. There is also the potential for future development of the facility on an updated version of the Council's web-site which is currently being explored.
- 4.6.5 There is potential to expand the free travel scheme to include Community Transport operators and other sections of the community such as pupils/students in full-time education. The use of Smartcard technology could also be expanded to include other services such as alternative modes of transport and other community initiatives including library services. However, the implications of the expansion of both of these schemes would require additional investigation as well as increased funding.
- 4.6.6 Since June 2000 Bridgend County Borough Council has been providing financial support to the PTI Cymru (Public Transport Information – Wales) scheme which co-ordinates bus information for the whole of Wales. This service acts as the focal point for all enquiries relating to timetable and operator information. The services offered by PTI have recently been extended to provide a journey planner based on postcodes and now provides the basis of real time information supply across South Wales. WAG assumed funding responsibility for the scheme in 2002.

#### 4.7 [Relevant Links to Planning Policy Wales\(2002\), LTPs & Transport Grant](#)

- 4.7.1 The planning process has two methods for securing the provision of public transport services associated with new land-use developments. The first is the attachment of a condition to a planning consent under S70 of the Town and Country Planning Act 1990. The second is via planning obligations/agreement between the developer and the Local Planning Authority under Section 106 of the Town and Country Planning Act 1990 as amended by S12 of the Planning and Compensation Act (1991).
- 4.7.2 Currently, Bridgend County Borough Council utilises both planning legislative tools to secure physical infrastructure and revenue funding for buses. These may include, for example, stops, bus priority measures, and crossing points. Other provisions include revenue funding of bus services over a specified period of time, and Staff Travel Plans. Planning obligations or conditions which may require the provision of bus facilities are determined through assessment by the Council and negotiations with developers using the following criteria and standards.
- **Any dwelling or development must not be more than 400 metres from a bus stop.**
  - **Each stop should have a minimum of a :**
    - **flag and pole;**
    - **timetable case;**

- **level access kerbs;**
- **pedestrian access from the development;**
- **shelter, if space allows.**

- 4.7.3 Wide accessibility to bus services plays a very important role in employment and education opportunities. Encouraging modal shift towards bus access to employment areas represents one of the WAG policies on sustainable transport. This policy is recognised in the Councils LTP and UDP. To pursue modal shift the WAG is funding a regional Transport Plan Co-ordinator in each of the consortium areas to help promote public transport access to employment areas, in co-operation with employers to develop staff travel plans.
- 4.7.4 The Council currently supports two services which provide transport for children who do not qualify for statutory home to school transport. The first of these services operates between the Llynfi and Garw corridors from Sarn to Aberkenfig serving St. Roberts R.C. School, Pandy Infants School and the new Tondu School, while the second service operates on the Llynfi corridor between Maesteg and Maesteg Parc transporting pupils to Plasnewydd Junior School.
- 4.7.5 The public transport network in the county borough provides an essential link for employment, particularly for those communities situated north of the M4 motorway. There are good bus links between Bridgend town centre and these communities. In the case of the Llynfi Corridor, a combined bus-rail link facilitates travel to employment opportunities in the town centre itself as well as to potential employment opportunities in Swansea, Cardiff and beyond via the South Wales Main Rail Line and cross-border bus services.
- 4.7.6 The strategic transport corridors within the county borough have good bus links to the town centre. Whilst there is potential to provide a more comprehensive network of services to serve the large employment sites in the county borough, principally the industrial and business/retail estates, there are a small number of low frequency commercial services which provide links to large companies such as Sony, as is illustrated in Photograph 4.6:



Photograph 4.6



#### 4.8 Strengths and Weaknesses of Public Transport.

##### 4.8.1 Overview

4.8.2 The WAG guidance requires that a SWOT analysis which is contained in Table 4.2 be considered as part of "Current State of Public Transport". The attributes of existing public transport service have been used to identify the strengths and weaknesses of public transport provision in the county borough. The opportunities and threats have been defined within the context of the Vision and Objectives contained in Chapter 3. The SWOT analysis encompasses the topics that form the seven strategy headings in Chapter 5.





**Table 4.2** –Public Transport SWOT Analysis

	<b>Operational</b>	<b>Physical Infrastructure</b>	<b>Ticketing &amp; Fares</b>	<b>Security &amp; Safety</b>	<b>Social Inclusion &amp; Integration</b>	<b>Marketing &amp; Information</b>	<b>Partnerships</b>
<b>Strengths</b>	Partnerships with operators Competition Extensive commercial network Council supported services Relatively stable bus network Cross-boundary co-operation with adjacent LAs	Public control and ownership of physical infrastructure  Ongoing capital investment by BCBC  All signalised junctions fitted with transponder detectors	Concessionary Fares - free travel for over 60s and disabled  Variety of ticketing options/types offered by operators eg. weekly pass  Rail feeder bus link Caerau to Maesteg railway station (Llynfi Corridor)  Inter-operator ticketing on supported services	CCTV at major interchanges  Improved safety and security measures at public transport facilities  Improved design standards of public transport facilities  Partnership with the Police	Existence of Community Transport eg. OTED  Availability of funding for Community Transport  Council funding for socially necessary services  Wide take up of Concessionary Fares  Planning framework to secure public transport improvements  Regional Travel Plan Co-ordinator	Up to date information on PTI Cymru website  Supported and Concessionary Fares database  Extensive Council and media outlets for the dissemination of information	Greater co-ordination of public transport provision between LAs  Sharing of best practice information  Consortium framework for attracting public transport investment  Existing partnerships with Police, Local Health Board, bus & train operating companies, & private sector  Regional Public Transport Strategy
<b>Weaknesses</b>	Competition may lead to uncertainty and confusion Legislative constraints Poor public perception of public transport Poor network coverage in new and marginal residential areas Increased patronage due to Concessionary Fares affecting running times Inability to access commercial operators data	Insufficient funding for maintenance  Not all buses fitted with transponders  Lack of bus-based Park & Ride Schemes  Inadequate bus/rail interchange facilities  Inadequate integration of public transport infrastructure in new developments	Problems of cash flow for smaller operators due to Concessionary Fares  Legislative constraints on commercial services  Constraints on inter-operator ticketing	Lack of on-bus security, particularly on evening and late night services  Public perception of stops/buses as unsafe, particularly early mornings/late evenings  Inadequate funding for improved security measures	Concentration of commercial services along main routes  Inadequate co-ordination of Community Transport  Lack of integration between different types of public transportation services  Lack of a regional spatial planning framework for public transport accessibility audits/profiles  Insufficient integration of public transport in new developments	Paucity of home access to internet facilities  Insufficient marketing of supported services  Inability to access commercial operators data	Difficulty in co-ordinating and agreeing Quality Bus Partnerships  Unclear legal obligation of regional consortia
<b>Opportunities</b>	Quality Partnerships Council control of bus station will enable co-ordination of arrival times of services Adoption of 'Best Value Review of Supported Services'	New UDP policy to integrate public transport and new developments  Town centre regeneration strategies offer benefits for improvement of public transport  Integrate new technology into bus use	Expansion of 'Smart Card' technology to include other community initiatives  Expansion of Concessionary Fares scheme to other sectors of society	Integration of transportation and crime reduction strategies  Manned interchanges and services  New technology	Partnerships with Local Health Board & Community Transport providers  Adoption of 'Best Value Review of Supported Transport'  Integration of taxis into public transport system  Availability of clear guidance for Community Transport  Manned interchanges and services  Smart Card Technology	Provide links to PTI Cymru etc. on other websites  Improved public transport information on Council website  Marketing of supported services  BCBC manage timetable information  Concessionary Fares - application forms online	Creation of a Public Transport Forum
<b>Threats</b>	Increased car use Competition Uncertainty of future funding Changes to commercial routes negating infrastructure improvements	Uncertainty of future funding (Capital and revenue)	Competition with rail for some journeys due to perception that rail fares are cheaper	Uncertainty of future funding	Impact of Community Transport upon some commercial services  Lack of a regional approach to public transport accessibility audits/profiles	Uncertainty of future funding	Potential to reduce local autonomy and ownership of initiatives

## 5. Strategy

### 5.1 Overview

5.1.1 This Chapter contains the main strategy and the context in which the strategy has been formulated. It explores the current situation in the light of the SWOT analysis in Chapter 4 and how it combines with the set Objectives in Chapter 3 to attain the Council's LABS Vision at the beginning of Chapter 3. In effect, this Chapter assesses the current situation relating to the following attributes and how they determine or affect the future of bus provision and bus use in the county borough:

- **Operational climate**
- **Physical infrastructure**
- **Ticketing and fares**
- **Safety and security**
- **Social inclusion and integration**
- **Marketing and information**
- **Partnerships.**

5.1.2 In devising this strategy, the Council has taken due consideration of any factors that may hinder the implementation of strategy targets. The Council has therefore formulated a strategy that accentuates the current strengths of the bus industry in the county borough. The strategy is also realistic in its targets given the opportunities that future funding regimes, policy changes and land-use patterns may present.

5.1.3 The main essence of the strategy is to improve and encourage bus use in the county borough. However, the Council has not lost sight of travel-substitution measures that reduce the need to travel by motorised means. In this regard, the contributions that IT, flexi-working and car share make towards modal shift have been recognised as strategy actions to be pursued in partnership with employers, developers and other interested stakeholders. These actions will reduce the peak demand for road space thereby improving bus operations during the peak period. In all cases, practical examples have been given, and where appropriate reference has been made to maps and/or photographs for illustration.

### 5.2 Structure

5.2.1 The WAG guidance lists fourteen key measures to be considered in the strategy. For the purposes of simplicity and coherence, this LABS has identified an amalgam of seven major strategy headings under which the strategy has been addressed. These strategy-headings incorporate all the fourteen measures in the bullet points contained under paragraph 2.10 of the WAG guidance. Each of the seven strategy headings is composed of key strategy

elements which are then distilled to produce a comprehensive list of strategy actions and prioritised in to the short, medium and long terms under Priorities for Action in Chapter 6. The financial implications of the prioritised strategy actions (Priorities for Action) have been addressed under Programme for Delivery in Chapter 7.

5.2.2 The following is a list of all the seven strategy headings of this LABS:

**A – Operational** – This section of the strategy addresses matters that relate to aspects of bus operations for which the following strategy elements have been identified:

- **QBPs or QBCs and any other partnership arrangements. How would such an arrangement benefit bus operations and bus use and how will it be pursued?**
- **Adopting quality standards and best practice. How does it benefit the travelling public?**
- **Improved bus service levels. Key improvements should be achieved with reliability, punctuality, frequencies and through services.**

**B – Infrastructure** – This section addresses the infrastructure requirements of the bus service in the county borough for which the following strategy elements have been identified:

- **Bus station and bus stop improvements.**
- **Interchange facilities.**
- **Bus lanes and other priority measures.**
- **Technology.**

**C – Ticketing and Fares** – This section addresses issues relating to ticketing and fares for which the following strategy elements have been identified:

- **Through ticketing and Smart Cards**
- **Concessionary fares**
- **Other fare initiatives**

**D – Security and Safety** – This section addresses the security and safety of passengers at interchanges and routes leading to them. The following strategy element has been identified:

- **Secure bus stations and bus stops and routes to them.**

**E – Social Inclusion and Integration** – This section addresses factors that reduce or eliminate social exclusion and promote equity in accessibility. It also addresses access to employment areas as a key aspect of the Council's economic development strategy. The following strategy elements have been identified:

- **Integration of school, health and social services transport;**
- **Improved modal interchanges and positive encouragement for complementary development such as shops;**
- **Links with rail services;**
- **Links with Community Transport.**

**F – Marketing and Information** – This section addresses the provision of public transport information and the marketing of services. The following strategy elements have been identified:

- **Regional branding and marketing of services and infrastructure.**
- **Clear identification of interchanges and key stops to provide them with a recognisable identity, quality and status.**
- **Introduction or expansion of Real Time Passenger Information systems compatible with others in Wales and capable of drawing information from Traveline Cymru database.**

**G – Strategic Partnership Working** – This section addresses the development of partnership with stakeholders, local authority consortia and adjacent local authorities. The following strategy elements have been identified:

- **Quality Bus Partnerships/Contracts.**
- **Regional branding and marketing of services and infrastructure within a framework agreed by the Transport Board.**
- **Introduction or expansion of Real Time Passenger Information systems compatible with others in Wales and capable of drawing information from Traveline Cymru database.**
- **Integration of school, health and social services transport based on the findings of the Council's inter-departmental Best Value Review.**
- **Links with rail services.**
- **Links with Community Transport.**

### 5.3 Operational

5.3.1 Bridgend County Borough Council is committed to the principle of sustainable development. In terms of transportation this includes the promotion of sustainable modes of transport and alternatives to the private motor car. One of the key elements necessary to promote a modal shift away from the motor car, is the development of a reliable and efficient public transport network which can be accessed by all. One of the Council's primary objectives (Objective 1) as set out in Chapter 3 of this LABS is "To improve and expand the bus network throughout the county borough". The achievement of this objective embodies these key strategy elements :

¥ **Improved bus service levels;**

¥ **Quality Bus Partnerships.**

5.3.2 In order to provide improved bus service levels within the county borough there are a number of factors which need to be considered. These include the extent of the transport network that is accessed by public transport services, the frequency of existing services, and the reliability of existing services. As a result of the Transport Act 1985, which privatised the bus industry, the ability of local authorities to determine the coverage of a large proportion of local bus services has now diminished. However, there are opportunities for the local authority and local bus operators to work together to improve bus services for the public.

5.3.3 Section 14 of the Transport Act 2000 introduced the concept of the Quality Bus Partnership, an agreement between local authorities and bus operators which would enable them to work together to raise standards in bus service provision. includes the provision of and quality of bus information, preferred vehicle types, and bus infrastructure standards to facilitate widest accessibility to public transport.

5.3.4 The Act also enabled the negotiation of Quality Contracts which are similar in principle to Quality Bus Partnerships, however Quality Contracts are legally binding. At present, difficulties of implementing these agreements, and issues concerning the Competition Act which are detailed in Chapter 4, have meant that there are currently no QBPs or QBCs operating in the county borough. Furthermore, these quality agreements do not include several operational aspects which are key factors in improving service standards. These include fare prices, alterations to bus service timings and route variations.

5.3.5 To address these issues, the Council liaises with each of the local bus operators. As described in Chapter 4, BCBC has attempted to enter into a Quality Partnership with a major local operator. However, as a result of changes within the bus company, the operator could not commit to the partnership. The Council will continue to negotiate with all local operators to ensure that high service standards are achieved, and will assess the potential for re-negotiating Quality Partnerships when feasible.

5.3.6 The Council will also monitor national guidance relating to these agreements and will re-evaluate their potential for attaining service improvements. The authority will continue further negotiations in order to expand the existing commercial bus network, to maximise the benefit of these infrastructure improvements and to ensure that high standards, in terms of the reliability and frequency of current bus services, are attained.

- 5.3.7 As part of existing informal arrangements with bus operators, and to work towards Objectives 2 and 9 of this strategy, the Council has undertaken an extensive infrastructure refurbishment programme to aid the movement of buses along the 5 main bus corridors. The improvement of bus infrastructure within the county borough also assists bus operators in the delivery of reliable services.
- 5.3.8 As a result of WAG's Free Concessionary Travel scheme for the elderly and those with mobility problems, passenger numbers have increased on services within the county borough. This increase in patronage has led to extended boarding times at stops and interchanges with a subsequent effect on vehicle running times. The introduction of level access kerbs at a multitude of stops enables quicker and safer access to vehicles and helps to negate the adverse impact of the scheme on the overall service.
- 5.3.9 Bridgend County Borough Council is currently redeveloping the Bridgend Bus Station in order to provide improved service and to increase accessibility to the public transport network. The new station will provide a safe, efficient and user-friendly interchange for all bus users, including those with mobility problems. As part of the infrastructure redevelopment programme, the Council will investigate, in conjunction with the Traffic Commissioner, the Office of Fair Trading and the Confederation of Passenger Transport, the potential for setting "access windows" to the station for the bus services of each of the local operators. The feasibility of this will allow the Council to co-ordinate better the times at which particular services access the station. It will address issues of over-crowding and "bunching" of services that operate to similar destinations.
- 5.3.10 In addition to the commercial bus network, the Council funds socially necessary bus services which otherwise would not be provided. To enable the authority to assess where such services are required, the Council monitors the coverage of the existing commercial network. As a result of this monitoring, information regarding the frequency and reliability of both commercial and socially necessary services is collected. This information benefits both the Council and local bus operators as it helps to ensure that bus services are operating in line with the published timetables, thus reinforcing public confidence in the bus network. Maintaining these operational standards will help to address the current poor public perception of the bus network in the county borough which was identified in the Bridgend Area Bus Strategy (BABS).
- 5.3.11 As part of its commitment to the principle of sustainable development, the Council promotes the use of alternative forms of transport to the motor car. This commitment is particularly relevant to alternative modes for the journey to work or school. The BABS indicated that there is currently poor provision of services directly operating via the large employment areas situated outside Bridgend town centre. In order to provide a viable alternative to the private car as the principal mode of transport to and from work, the Council will investigate the potential of "pump-priming" services to trial locations in order to assess the demand for such services.
- 5.3.12 The Council will therefore adopt the following strategy actions to improve the operational aspects of the local bus network :

- **BCBC will continue to negotiate with operators in order to meet reliability targets for all services;**
- **BCBC will monitor changes to the commercial bus network to assess service frequencies and associated deficiencies;**
- **BCBC will investigate opportunities for creating through services within the authority;**
- **BCBC will work in partnership with bus operators and stakeholders to widen network coverage in marginal areas and to and from travel generators;**
- **BCBC will consider and evaluate the benefits of entering into QBP's/QBC's in line with Section 14 of the Transport Act 2000.**

#### 5.4 Physical Infrastructure Strategy

5.4.1 The Council's ability to encourage bus use and reduce the reliance on cars rests firmly on the state, capacity and management of the physical infrastructure that facilitates bus movements in the county borough. Consultative exercises conducted as part of the Bridgend Area Bus Study highlighted and confirmed the importance of facilities provided at bus stops and bus stations. The Study has therefore identified five main components of physical infrastructure where improvements should be targeted in order to meet the aspirations of the public and also to achieve the public transport objectives of the Council. These components constitute the main strategy elements of the Infrastructure strategy of LABS :

- **Bus Station;**
- **Bus Stops;**
- **Bus Priority Measures;**
- **Interchange;**
- **Technology.**

5.4.2 There are two main bus stations in the county borough, one in Maesteg town centre and the other in Bridgend town centre; the latter serves as the focus of bus operations in the county borough. Both bus stations are owned and controlled by the Council. This ownership and control provides the Council with great strength and opportunity to plan and co-ordinate investment in bus infrastructure.

5.4.3 The current re-development of the Bridgend bus station forms the basic platform of an evolving strategy to improve bus services in the county borough. It is part of a programme of investments being funded under the Welsh Assembly Government Transport Grant scheme. Limitation on land availability at the bus station site means that there will be a

reduction in the number of bus stands from 12 to 11 in order that passenger waiting facilities can be improved. The improvement works will also incorporate offices and supervision facilities for use by bus operators. There will also be a road link between the bus station and the Bridgend railway station as part of the Council's objective of integrating transport modes.

5.4.4 The present need to provide an interchange for many longer distance journeys, and the majority of those that run through the county borough, increases the importance of providing facilities in line with the needs and requirements of travellers. Furthermore, facilities at Bridgend bus station will enhance the visual representation of bus services in the county borough and therefore improvements to the quality of facilities will serve to lift public perception.

5.4.5 Results from the BABS survey indicate that, overall public perception of bus services and facilities are poor. The current re-development of Bridgend bus station, which is the focus of bus operations in the county borough, will set a new standard for the whole network and bus facilities in the county borough. Where feasible, the following facilities will be provided at all bus interchanges.

- **Shelters and weather protection.**
- **Signage and information provision at a level of design adequate for all users, including visually impaired people. The provision of these elements could be linked to a marketing and promotional campaign. The use of branding will also be considered.**
- **Routeway information to assist in pedestrian movement.**
- **Toilets and shops.**
- **Seating and waiting areas**
- **Facilities for disabled people such as those with visual and hearing disabilities and those in wheel chairs, and passengers with children.**

5.4.6 Bus stops represent the first experience that a bus user has of the bus service network and therefore the provision of high quality facilities is a fundamental stage in encouraging an increase in bus patronage. The Council identifies three major characteristics of bus interchanges. These are: access to interchanges, service linkages and multi-modal facilities. The convenience of pedestrian crossings to access bus stations and stops should be maximised in line with improvements in highway efficiency and safety. The key requirements in terms of the overall quality of bus stops in the county borough have been identified as the provision, where physically possible, of:

- **Reliable, and where feasible, Real-Time Information.**
- **Seating at all stops.**
- **Shelters at all stops.**
- **General bus and public transport information at stops.**

- **Suitable waste disposal facilities.**
- **Adequate lighting.**

5.4.7 The implementation of improved bus shelters and bus stop facilities remains on-going but continued funding will be required to fund maintenance expenditure. The prioritisation of stop improvements should be in key residential and employment locations to ensure that maximum benefit is generated by the investment, although the need for stop improvements in more rural locations cannot be ignored. Also, to reduce delays at bus stops, kerbside build-out designs will be pursued and on-street parking and loading regulations enforced.

5.4.8 The narrow highway on some sections of the public transport network limits the re-allocation of road capacity to buses. Bus priority measures are planned on the Bridgend Cross Valley Link road and also on the A4061 between Bridgend town centre and junction 36 of the M4. This will improve bus movements on routes to the north of the town serving the Llynfi, Garw and Ogmre corridors and services to Porthcawl via Cefn Cribwr. These proposals will also address the observed inefficiencies in the vicinity of the Princess of Wales Hospital and at Sarn and will assist buses by 'green waves' at traffic signals to clear traffic in front of an approaching bus or allow the bus to by-pass queuing vehicles.

5.4.9 The potential of technological applications in bus priority measures to improve journey times and reduce emissions will continue to be exploited. The implementation of all transponder activation on all signalised junctions in the county borough, associated with bus-mounted equipment, will assist in improving bus services. Future strategy will revolve around:

- **Traffic management and bus priority measures.**
- **Travel demand management initiatives.**
- **Inter-modal facilities and information.**
- **Geographical variation: corridors of investment and quality bus corridors / partnerships, strategic and local bus and highway networks.**
- **Development opportunities: requirement for new and extended services, re-routing of existing services, and impact on existing corridors.**

5.4.10 While the Council has completed the installation of transponder detectors at all traffic signals in the county borough, their full benefit in speeding up bus journeys and reducing environmental pollution will not be realised until all buses are fitted with transponders. The Council will continue to work with operators through informal partnerships in realising this strategy.

5.4.11 Presently most bus routes to and within the county borough terminate at the bus station in Bridgend town. However, an unmet need for cross-town bus services linking attractors such as hospitals, libraries and other amenities with housing developments, supports the provision of improved and expanded services. This should be reviewed within the context

of the potential to introduce through services which will reduce the level of interchange or remove the financial penalty incurred when a journey involves the use of 2 or more buses. Future interchange strategy will explore the following:

- **Interchange involving all modes.**
- **Rail links with the bus station.**
- **Provision of park-and-ride facilities, especially for trips from along the M4 and the surrounding urban areas.**
- **Cycle and walking facilities at interchanges to promote linkages between motorised and non-motorised modes.**
- **Provision of additional bus interchanges in peripheral urban areas.**

5.4.12 Town centre regeneration strategies and a progressive development plan context which requires proposed developments to be accompanied with Transport Assessments, which include Public Transport Accessibility Levels (PTALs) as described in paragraph 6.4.15 of the Council's Deposit UDP Policy T7, provide ample opportunity to promote bus use in line with paragraph 8.7.2 of Planning Policy Wales 2002. While it is aware that changes in commercial routes may render bus infrastructure redundant, the Council will continue discussions with operators to minimise the effect of such decisions. In instances where the need is urgent and action is required to safeguard social inclusion, the Council will explore innovative ways of funding such routes. Already, the Local Transport Services Grant initiative provides a future funding avenue.

5.4.13 The progression of the infrastructure strategy requires a steady stream of funding for capital renewal and maintenance. Yet, the uncertainty of public transport funding has always been a problem. The Council's recent successes in attracting Transport Grant from the Welsh Assembly Government to fund its Integrated Transport Initiatives within the SWIFT Strategy, are helping to restore public confidence in the public transport system in the county borough. In future, adequate funding will be required for maintenance and to widen the network to new development areas. The Council will explore new ways of funding including developer contributions to improve the public transport network under Section 106 agreements.

## 5.5 Ticketing and Fares Strategy

5.5.1 Fares and types of ticket available to passengers are driven by the commercial bus operators who provide bus services that serve the county borough. Tickets are sold either for a single journey, a return journey or as a multi-ride ticket with a set period of validity. Tickets sold on such commercial routes are valid only to the issuing operator. This attribute is a major weakness of public transport operations in Bridgend and it is that which Objective 8 of the LABS will seek to address by facilitating the integration of ticketing and fares as a way of promoting affordable bus use. Currently the Council's own contracted services accept any tickets issued by any operator over common sections of route.

- 5.5.2 Surveys and consultations conducted as part of the Bridgend Area Bus Study highlighted prominent issues relating to existing fares and ticketing structure. The surveys indicated that the current inflexibility of ticketing arrangements is a cause of frustration for existing users and serves as a barrier to potential users. The Study therefore identified three major elements of fares and ticketing where improvements and innovative ways need to be explored in order to achieve the objective of integrating ticketing and fares. The three strategy elements of ticketing and fares are:
- **Through ticketing and Smart Cards;**
  - **Concessionary Fares;**
  - **Other fare initiatives.**
- 5.5.3 In common with other local authorities, Bridgend County Borough Council can only determine fares and ticket types on services operated under its supported services scheme. Thus, over common sections of route, tickets issued by any commercial operator, including multi-ride and day-out tickets can be used on the contracted services. This is clearly a positive characteristic that promotes choice in terms of available services. There is, however, the problem of revenue apportionment that is associated with through-ticketing. While it is easier to accommodate if the whole journey is made on one operator's buses, if the journey involves another operator, then the issues of revenue apportionment have to be determined. The measures put in place for the WAG Free Travel Scheme using Smartcard technology to apportion revenue to the appropriate bus operator may provide the opportunity to extend through ticketing and ticket interoperability in the county borough.
- 5.5.4 The Welsh Assembly Government's Free Concessionary Travel Scheme provides free bus travel for all citizens over the age of 60 years. This has resulted in an increase in patronage on local buses thus making commercial bus services more financially secure. The impact of the scheme has facilitated the integration of bus services with other community objectives such as in health, education and social services, and promoted affordable bus use.
- 5.5.5 However, the scheme has minor weaknesses which the Council and bus operators have to devise measures to counter. For instance, the take-up rate of free bus passes and the subsequent increases in passenger numbers have had a mixed effect on existing bus services. Whilst carrying more passengers has improved the financial viability, conversely, it has led to increased journey times caused by not only the increased numbers of passengers but by the increased times taken to board and alight from vehicles. It is likely that these are initial problems associated with the introduction of a new initiative and that with time, the improvements in infrastructure will reduce journey times to lower time penalties associated with this scheme. It is necessary, however, that the Council monitors the situation through constant dialogue with operators and random surveys (see Chapter 9) of bus routes and bus services.
- 5.5.6 It is the Council's objective to promote integrated transport, especially integration among public transport modes. Objectives 3 and 6 of the LABS make this clear. While capital investment is geared towards integrated infrastructure, not much progress has been made

in terms of integrated ticketing. However, there is one exception along the Llynfi Corridor which provides a positive example for future extension to other parts of the public transport network.

- 5.5.7 Since 1996, the Council has been funding a rail feeder bus service, the RL4, which connects with all trains at Maesteg Railway Station and runs via Nantyffyllon to Caerau. The service was introduced as an "extension" of the railway line and only carries rail passengers or passengers connecting with the rail network. Selling only railway tickets issued through a railway ticket machine, it is possible to purchase a ticket on the bus to any railway destination. During the evenings, the service is extended to operate to Bridgend Railway Station to connect with trains on the South Wales Main Line and to provide a late night service for rail passengers to stations on the line between Maesteg, Nantyffyllon and Caerau.
- 5.5.8 While proving a successful example of integrated ticketing and service provision, the rail feeder bus contracts are expensive to sustain. This is a threat to their continued viability. Consequently, discussions and negotiations will be undertaken with the Strategic Rail Authority and the successful bidder of the Wales & Borders franchise to consolidate and expand the use of rail feeder bus services in other parts of the county borough.
- 5.5.9 National legislation limits the extent to which the Council and bus operators can pursue innovative and market responsive fares and ticketing arrangements or initiatives. The Competition Act 1998, for instance, precludes bus operators from making any agreements regarding fares which could be construed as preventing true competition in the market. This has led to the wholesale withdrawal by bus operators of almost all previous integrated ticketing arrangements. The legislation therefore reduces the ease and attractiveness of travel by bus. The Council, like many other authorities has made representations to the Office of Fair Trading to ensure that the benefits of co-operation rather than competition are passed on to the passenger. The Council will continue to make representations on this matter through the various local authority consortia in Wales.
- 5.5.10 The WAG's concessionary fares scheme has been a success and has improved bus use among the over-60s and disabled people. The Council is of the view that affordable bus use and social integration need to be extended to other sectors of the population, specifically the 16 – 18 age group, subject to the identification and provision of funding. The Council envisages two principal opportunities. Firstly, such an initiative will reduce the cost of school transport and secondly, it will help to develop a culture of bus use from an early age.
- 5.5.11 The Council will adopt the following strategy actions to achieve a fairer, competitive and attractive fares and ticketing system in the county borough.
- **Encourage co-operation between operators including inter-availability of tickets.**
  - **Investigate the potential for a revised and simplified fares structure within the county borough in conjunction with local transport operators.**

- Investigate with the bus operators alternative point of sale outlets for public transport tickets.
- Investigate the potential for expanding Smartcard technology.
- Strengthen local administration of the concessionary fares scheme in line with WAG guidance.

## 5.6 Security and Safety

5.6.1 The security and safety of bus use has been a long-standing issue and has generally been addressed by improvements to driver safety through the installation of internal screens which prevent passengers from gaining access to the driver. However, surveys conducted as part of BABS illustrate that the issue of personal security on buses is of higher concern to non-users than it is to users. Although this concern may arise out of perception rather than reality, the underlying trends have to be investigated and addressed in order to make bus use attractive to all the people of Bridgend. It is for this reason that the LABS has identified in Objective 5 "to improve the security and safety of bus passengers at bus stops and bus stations." In order to achieve this objective, the LABS has identified one principal strategy element where improvements will need to be made to make bus use attractive to users and non-users alike.

5.6.2 The principal safety and security strategy element is as follows:

- **Secure bus stations and bus stops and routes to them.**

5.6.3 Passenger safety and security is taken seriously by the Council and it has formed a central aspect of its bus infrastructure improvement programme. Bridgend County Borough Council has adopted practices which assess lighting levels at bus stops and examine the walking route and waiting environment. Hard and soft landscaping which could offer concealment is removed and additional lighting columns erected at appropriate locations.

5.6.4 At interchanges and bus stations, CCTV cameras are now normally provided. Internal visibility without obstruction will form part of the design brief for the improvement works at the Bridgend bus station. In addition to CCTV cameras both in exterior and interior areas, help points and panic buttons will be provided and augmented by CCTV cameras which will allow the operators to see persons in trouble.

5.6.5 The Council's safety and security initiatives are not limited to the provision of infrastructure. They include partnership working with the Police which has proved successful in dealing with local issues at the Bridgend bus station and on bus routes. All these are strengths that need to be built on and improved for bus use to play a meaningful role in the Council overall transportation strategy.

5.6.6 There are, however, issues of negative perception which tend to reduce the positive impacts of the safety and security initiatives referred to above. A "Mystery Traveller Survey" conducted as part of the BABS revealed that 32% of the pavement areas were

classified as dirty or very dirty. About a quarter of the sites surveyed were severely covered in graffiti. Issues such as these have implications in terms of the perception of the stop environments as places to wait particularly on early morning, evening and late night services which discourage bus use and damage the image of bus services. These issues, of introduction and anti-social behaviour engender a negative view of services. By implementing Objective 4 of the LABS, which seeks "to improve waiting and other ancillary facilities at bus stations, bus stops and on buses", the Council intends that the negative perceptions that have been highlighted by the BABS will be reduced or eliminated.

- 5.6.7 Unlike the provision of timetable information and re-marketing of particular services, it is difficult to change the perception of non-users with regard to issues relating to safety and security on buses. However, Bridgend County Borough Council will exploit opportunities presented by existing Council-wide initiatives that facilitate the integration of transportation and crime reduction strategies. The introduction of manned bus stations and interchanges will also instil passenger confidence in the bus service.
- 5.6.8 Although the introduction of conductors was seen as desirable by respondents to the BABS surveys, it did not rank as highly as would have conveyed the message of its significance. Nevertheless, the re-introduction of conductors will be evaluated on selected services. While it is relatively easy to address security at fixed points, on-bus security has provided a greater challenge. The Council has responded by commissioning a pilot study into the use of on-bus CCTV on selected school contract services to monitor behaviour of pupils. It is likely that on-bus CCTV will become standard for all new buses.
- 5.6.9 Improved safety and security measures will also address social exclusion concerns and assist in making bus travel more attractive to vulnerable members of the community, meeting Objectives 4,5,7 and 9.
- 5.6.10 To address all the security and safety concerns identified in the BABS, and to achieve Objective 4 under LABS, the Council will implement the following strategy actions:
- **Investigate the potential for permanent staff to be provided at all major interchanges within the authority.**
  - **Undertake a personal safety audit of all public transport interchanges within the authority.**
  - **Assess the potential for developing on-bus security on selected routes and services.**
  - **Provide security telephones and assistance points at all major interchanges within the authority.**
- 5.6.11 Funding to address the issues has only been available as a result of grant funding. This has not allowed safety and security to be comprehensively tackled when new bus stop infrastructure is being designed.

## 5.7 Social Inclusion and Integration

- 5.7.1 Most areas within the county borough receive a daytime service of at least one bus every half hour. During evenings and Sundays, this level reduces to an hourly service in most cases. The majority of these journeys are wholly funded from the Councils Revenue Support Grant, Council Tax and the Local Transport Services Grant. Therefore, despite much of the county borough being classified as rural on the basis of Welsh Assembly Government criteria, the borough in general experiences superior levels of bus service when compared to areas of similar classification in neighbouring authorities.
- 5.7.2 Those services funded by the Council provide the potential for developing the following main strategy elements as part of the commitment to a sustainable and integrated transport system :
- **Integration of school, health and social services transport;**
  - **Improved modal interchanges and positive encouragement for complementary development such as shops;**
  - **Links with rail services and other modes of transport;**
  - **Development of community transport.**
- 5.7.3 Over recent years the bus network in the county borough, as in many other local authorities, has become more rationalised. This has meant that while the basic network has remained intact, a number of communities not situated on the main transport corridors, such as Coity and Penyfai, have witnessed a reduction or a complete removal of bus services. The changes have had a number of effects on these communities, thus reducing their travel choice, disenfranchising those without access to a car or with mobility problems and restricting access to services or employment opportunities available outside the immediate vicinity. A key example is access to the Princess of Wales Hospital from places like Coity and Penyfai.
- 5.7.4 To address these issues, the county borough has re-instated limited socially necessary bus services which are wholly funded by the Council. These services provide a basic level of service for these communities and ensure that access to the wider public transport network, employment opportunities and services is maintained. These services are provided through a combination of various funding streams which are subject to annual revision. The Council will therefore seek to ensure that adequate funding levels are available in future years to secure and maintain these socially necessary services.
- 5.7.5 In addition to these additional socially necessary services, the Council has available funding through the LTSG which can be utilised to expand the role of Community Transport in the public transport network to complement existing services. The Council is currently developing a relationship with Community Transport providers in the county borough, in particular with Ogwr Transport for the Elderly or Disabled (OTED), to develop these services and to assess the potential for utilising community transport operators for limited public transport functions. Further to these partnerships, the Council will undertake a full review

of the current role of Community Transport within the county borough and will investigate the opportunities for its expansion and integration with mainstream public transport. The provision of socially necessary services and the integration of Community Transport initiatives both contribute to objectives 1 and 7.

- 5.7.6 The Council has recently undergone a Best Value review of its supported transport services. This review analysed the way in which supported transport services were provided across a number of Council departments including Social Services, Education and Public Transport. The review recommended greater inter-working between these departments to ensure that the best possible use was made of the vehicles utilised for schools transport, public transport and social services functions.
- 5.7.7 Greater integration of these services would have a number of potential benefits including the possibility of combining school service contracts with the Council's socially necessary contracted service. Such integration may require the staggering of school start times to maximise the use of vehicles.
- 5.7.8 In further pursuit of Objective 7 of the LABS the Council is in the process of developing a partnership with Bro Morgannwg NHS Trust to investigate transportation matters which affect both parties. Negotiations with the Trust, and the Princess of Wales Hospital management in particular, will pursue the potential ways in which bus use and the out-patient call-in system can be allied to encourage greater bus use and less reliance on ambulance services.
- 5.7.9 Integration of the public transport network is not solely concerned with the various facets of the bus network. A fully integrated transport network includes the ability of users to use the most suitable mode, or modes, of transportation to get from their place of origin to their destination. This may include multiple journey stages on different forms of transport such as bus, rail, taxi, car or on foot; or it may include several journey stages on a single mode of public transport. The most important factor is that the user is afforded a choice of mode and that they are provided with adequate facilities in order to access these modes.
- 5.7.10 To this end the Council will investigate the potential for expansion of its park-and-ride facilities throughout the county borough, both in terms of increasing the number of park-and-ride sites and in terms of improving existing sites. Car and bus based park-and-ride sites have the ability to cater for medium to long distance journeys, while providing the user with a greater degree of flexibility. Park-and-ride sites have been identified in the Bridgend Unitary Development Plan and Transport Grant Programme at Wildmill railway station and the proposed Brackla railway station. Both proposals will facilitate the integration of car, bus, rail, taxis, cycle and pedestrian movements.
- 5.7.11 The Council currently funds the operation of a bus-based rail feeder service which operates between Caerau and Maesteg railway station providing an extension of the Maesteg Rail Line. This service provides a successful example of the integration of different transport modes. The potential for development of similar services to other railway stations within the county borough will be investigated in order to provide greater, and more flexible,

access to the national railway network. The potential for development of rail feeder services, park-and-ride sites and the provision of improved bus-rail interchanges will work towards objectives 3 and 6 of this strategy and will promote the further integration of bus and rail-based transport through associated facilities and services.

5.7.12 In addition to the provision of socially necessary services and the improvement of physical works, there are other opportunities to promote greater integration of the bus network and to promote social inclusion. The introduction of the Welsh Assembly Government's Free Travel Scheme has afforded greater access to public transport for the elderly and mobility impaired within the county borough. The scheme is currently being assessed by the WAG in terms of its potential benefits for other social groups. The Council will continue to monitor national guidance on eligibility criteria relating to this scheme and will investigate potential expansion where feasible. Any future development of this scheme, and/or the Smartcard technology which it utilises, will help address Objective 8 of the LABS relating to the integration of ticketing and fares.

5.7.13 The Council will adopt the following strategy actions to facilitate greater social inclusion and integration through the bus network :

- **BCBC will evaluate, and where possible expand the existing bus network to serve employment sites and other major traffic generators within the county borough;**
- **BCBC will investigate opportunities to develop further integration of Community Transport and taxis with mainstream public transport;**
- **BCBC will pursue the greater integration of public transport and the transport needs of education, health and social services;**
- **BCBC will pursue the integration of land-use and bus use under wider application of Public Transport Accessibility Levels in Transport Assessments that accompany land-use development proposals, (this will be promoted largely under the strategy for physical infrastructure, Its benefits however, will contribute toward the social inclusion and integration strategy);**
- **BCBC will pursue greater and more consistent enforcement of UDP policies on public transport obligations relating to new developments.**

## 5.8 Marketing and Information

5.8.1 Effective promotion of the bus network is an essential tool in developing popular and convenient bus-use in the county borough. This can be best achieved by the active dissemination of relevant and accurate information through a variety of media to the appropriate audience. The following strategy elements provide the general context within which Objective 10, which links to the active dissemination of public transport information, can be achieved.

- **Regional branding and marketing of services and infrastructure;**
- **Clear identification of interchanges and key stops to provide them with a recognisable identity, quality and status;**
- **Introduction or expansion of Real Time Passenger Information systems compatible with others in Wales and capable of drawing information from the Traveline Cymru database.**

5.8.2 As stated in Section 4.5 of this LABS local authorities are required under Section 139 of the Transport Act 2000 to ensure that local bus information is made available to the public in "the appropriate way". Furthermore SEWTB, on behalf of its member authorities, is currently assessing the regional definition of what "the appropriate way" is in order to provide a recognisable and uniform standard of information throughout the South East Wales region, thereby improving the integration and efficiency of cross-boundary services. The Council will continue to pursue the formulation of this definition in line with Section local authorities to consult with organisations which are representative of users of local services, and the Traffic Commissioner for the Welsh Traffic Area.

5.8.3 The provision of timetable information, both at bus interchanges and through promotional literature, must take into consideration the ability of all users to access that information. This includes those with visual and aural impairments. The Council will therefore work towards the provision of information in line with the Bridgend Area Bus Strategy recommendation that :

*"the information should be easy to understand and of an appropriate font size to ensure the information is easily accessible to all. Consideration should also be given to some form of audible provision of information. In this way those with poor eyesight or who are hearing impaired will be provided for in any revised information provision exercise."*

5.8.4 Currently the provision of timetable information at bus interchanges for all bus services within the county borough is undertaken by the bus operators, including the services funded by the Council under the socially necessary services requirement. However, there is no auditing framework to monitor the accuracy or relevance of the information displayed. This situation occurs due to inadequate personnel resources which prevents the Council from assuming control of timetable maintenance.

5.8.5 The Council is currently assessing the potential for increasing staff resources, to enable an assessment of the current provision and maintenance of up to date timetable information at all bus interchanges throughout the county borough. In addition to printed information at each interchange, the Council will assess the potential to implement Real-Time Information at key stops along the bus corridors identified in the Local Transport Plan and in this LABS. The provision of such measures will generate benefits both for existing and potential users, and for the bus operators themselves. Users will also benefit from while the operators will be provided with accurate records of the operating times for their services.

- 5.8.6 As part of the SEWTB regional consortium agreement, each bus stop within the region should be numbered and named in line with the PTI Cymru system and should display the PTI Cymru logo together with contact details for the service. The numbering system facilitates effective management of the bus interchange maintenance programme but the Council will combine this system with locally identifiable names using the PTI Cymru's National Bus Stops Database (NaPTAN). This will help ensure accurate timetable information is given for services relevant to each bus stop, and for maintenance, or ensuring that the correct information is provided at the correct location when updating at-stop timetable information.
- 5.8.7 Providing identified names of bus stops will complete what the Council considers to be the total information package at bus stops and which includes: the display of service numbers; departure times; destination; and principal calling points. The Council is working towards this objective with the continual upgrading of more than 200 bus stops in the county borough to ensure that the above criteria are met. The minimum standards applied to each of these stop upgrades, as detailed in sections 4.4.13, ensure that Objective 4 of this strategy regarding the improvement of waiting and other ancillary facilities at bus stations, and bus stops on buses is achieved.
- 5.8.8 To promote ease of access to the public transport network, including the facilities and information provided at bus stops and interchanges, the authority will assess the existing provision of "Routeway" information directing potential users to the nearest stop or interchange. This will provide pedestrians and cyclists with the distance to the nearest major bus interchange, and will be considered along specific routes serving these sites. The routes will provide a safe and efficient transport corridor to access the public transport network along with accurate positional and guidance information.
- 5.8.9 The most obvious and well-known form of public transport information used in support of the information provided at bus stops and interchanges is the periodically published paper timetable or booklet. However, significant changes in the provision of bus information came with the establishment of a national telephone enquiry service known as PTI Cymru which was the result of co-operation, and joint funding between bus operators, local authorities and the Welsh Assembly Government.
- 5.8.10 The trend is currently shifting towards increasing use of telephone and other electronic enquiry services, mainly provided by PTI Cymru, to supply bus information. PTI Cymru provides a single point of contact either through its web-site or a single telephone number for information regarding bus services in Wales. The service also links into the National Traveline database which gives access to information about bus services in England and Scotland. The principal advantage of this system over the paper version is that of flexibility to irregular modifications to schedules. The Council, however, acknowledges the advantage of portable timetable booklets, especially for tourists and other visitors to the county borough, or indeed to residents who are currently not users of the bus network.
- 5.8.11 The Council has several outlets which can be utilised to disseminate public transport information. For printed timetable booklets these include a number of Council information points and public libraries throughout the county borough. Where these outlets have computer and internet access available to the public there is potential for the Council to provide public

transport information through a link to the PTI Cymru web-site from the BCBC corporate web-site. The BCBC corporate web-site provides further opportunities to promote public transport within the county borough through the publication of timetables and other information directly on the Internet. The Council's web-site currently provides only a link to the web-site of the largest bus operator in the county borough, First Cymru.

- 5.8.12 Publication of timetable information for the services wholly funded by the Council is carried out by either the relevant operator or the Council itself. The former incorporates in their publicity, schedules for those services that extend the hours of commercially operated services, while the latter devises timetables for those bespoke services that provide travel opportunities which are not available by other means. Information about these bespoke services is distributed through a variety of methods such as timetables, house-to-house leaflet drops, media promotions and at Council Information Points.
- 5.8.13 Recent developments in the methods of making information available include more specific targeting of information. In particular this includes the use of personalised travel planning to provide relevant information to a specific user-group, for example, a large employment site, organisation or a residential area. The Welsh Assembly Government is currently funding the development of a unique Personalised Travel Planning pilot project in each of the five local authority transport consortium areas. This targeted approach provides an individual with an overview of the available transport alternatives which operate via their current location. This includes bus services, Community Transport, cycling and walking routes, community routes and rail services where applicable. The Council will assess the potential benefits of undertaking a pilot scheme for targeted marketing of services in partnership with relevant local service providers, with a view to implementing the scheme on a wider basis if successful.
- 5.8.14 Each of the measures detailed within this section ensure that the Council will work towards achieving the active dissemination of public transport information thereby addressing Objective 10 of this strategy.
- 5.8.15 The Council will adopt the following strategy actions in respect of marketing bus services and the provision of bus information :
- **BCBC will ensure timetable information at all stops is reliable and up to date;**
  - **BCBC will seek to undertake ownership of all timetable information, including the provision of such information at all bus stops and stations within the county borough;**
  - **BCBC will consult with the Welsh Area Office for the Traffic Commissioner and relevant stakeholders to ensure that the existing local bus information is adequate, and is made available in the most appropriate way.**
  - **BCBC will strive to provide public transport information which caters for those with visual and aural impairments;**

- **BCBC will continue the promotion of PTI Cymru at stops and interchanges in the county borough;**
- **BCBC will make available all relevant information via the corporate website;**
- **BCBC will, where appropriate, provide Routeway information to assist in pedestrian and cyclist movement to public transport interchanges;**
- **BCBC will extend the provision of 'real-time information' throughout the authority;**
- **BCBC will provide and encourage a more targeted approach to the distribution of public transport information.**

## 5.9 Strategic Partnership Working

5.9.1 Since local government reorganisation in 1996, there has been a growth in the co-ordination and inter-working between local authorities and public transport operators in the provision of improvements to public transport. This led to the formation of regional consortia which have shared best practice and strategic policies on transport issues and have attempted to develop a wider outlook of the impacts of transportation.

5.9.2 Greater emphasis has also been placed on the ability of local authorities in Wales to work with a variety of groups and organisations ranging from large private companies, in the case of train and bus operating companies, to small scale local Community Transport operators. The wider effects of transportation have also required greater consideration which has necessitated the development of more integrated working relationships with other areas such as health, social services and education providers.

5.9.3 The main strategy elements covered through these various regional and local partnerships developed by the Council include :

- **Quality Bus Partnerships/Contracts;**
- **Regional branding and marketing of services and infrastructure;**
- **Introduction or expansion of Real Time Passenger Information systems compatible with others in Wales and capable of drawing information from the 'Traveline' Cymru database;**
- **Integration of school, health and social services transport;**
- **Links with rail services;**
- **Development of Community Transport.**

- 5.9.4 On a regional level the Council is a member of the South Wales Integrated Fast Transit (SWIFT) regional consortium of local authorities, which also includes Cardiff County Council, Rhondda Cynon Taff County Borough Council, the Vale of Glamorgan Council, Merthyr Tydfil County Borough Council and Caerphilly County Borough Council. The remit of the consortium is to deliver improvements in public transport services to Cardiff and Cardiff Bay. The consortium works to a published transport strategy and to a rail development strategy. A joint Regional Public Transport Strategy is being produced by SWIFT and the Transport Integration in the Gwent Economic Region (TIGER) consortia, which is the equivalent for the local authorities in the Gwent consortium region under the aegis of the South East Wales Transport Board (SEWTTB). This LABS document not only provides the local and detailed strategy for the development of the bus network within Bridgend but will also contribute to, and complement, the wider strategic regional objectives of the joint SWIFT and TIGER RPTS.
- 5.9.5 Through the SWIFT consortium, the Council works in partnership with the Welsh Assembly Government, the Strategic Rail Authority, Network Rail, train operating companies, bus operating companies and the Confederation of Passenger Transport. The Council also works directly with these organisations on more localised issues which do not form part of the SWIFT consortium strategies.
- 5.9.6 On a local level the Council enjoys the benefits of a good working relationship with all the bus operators serving Bridgend and holds informal meetings on a regular basis with local bus managers. These links enable the Council to maintain a good working knowledge of the commercial bus network and provide an opportunity for discussing issues such as service reliability, operational difficulties and any potential changes to the network.
- 5.9.7 To build on these informal meetings, as described earlier in this Chapter, the Council entered into negotiations with local operators with the aim of setting up a Quality Partnership. At the time it did not prove possible to complete these negotiations due to changes at the major bus operating company. The Council will however, wish to pursue the development and adoption of a Quality Bus Partnership or Contract in future as a means of formalising current working relationships and informal partnership arrangements.
- 5.9.8 Despite problems with the difficulty in initiating QBPs and QBCs, the Council will investigate other potential avenues of strengthening its working relationship with the bus operators. In particular this will include the possibility of holding regular formal meetings, either separately with individual operators or through a local public transport forum under the aegis of the SEWTTB.
- 5.9.9 Setting up a public transport forum would provide an opportunity for a wider range of groups and organisations within the county borough or the region to have an input into the public transport network. To ensure a greater degree of integration of the bus network with wider community objectives it would be beneficial to include representatives of the local bus operating companies, the train operating companies, Network Rail, the local health authority, other Bridgend County Borough Council departments such as Education, Social Services and Planning departments, Community Transport providers, local user and stakeholder groups via the Council's Citizens' Panel, as well as representatives from adjacent local authorities.

- 5.9.10 The creation of a public transport forum will assist in delivering the improvements to bus services to which the Council aspires. Recent changes to the Local Transport Subsidy Grant have meant the integration of community and mainstream public transport has moved closer, thus demanding new partnerships to be created. The Council is currently developing a working partnership with the Bro Morgannwg NHS Trust to discuss transportation issues affecting both parties. Part of this arrangement will address issues relating to travel to trust sites and health establishments in the county borough by public transport, cycling and walking.
- 5.9.11 The inclusion of representatives of other Council departments in any future Public Transport Forum will enable closer inter-working between mainstream public transport and those sections of the county borough which utilise buses as part of their work, as set out in the Council's Best Value Review of Supported Transport Services document. For example, school transport within the county borough is currently controlled by the Council's Education and Leisure Services Directorate, however the potential for integration with the public transport section could provide the Council with an opportunity to minimise the impact of the "school run".
- 5.9.12 Strong links already exist between the Council and adjoining local authorities which would be strengthened through the introduction of regular meetings under a public transport forum. Regular liaisons ensure the provision of an efficient cross-boundary bus network, part of which is jointly provided and funded by the relevant local authorities working in partnership. A principal example of this is the Bridgend to Talbot Green service which serves the village of Heol-y-Cyw and operates via Talbot Green bus station and the Princess of Wales Hospital.
- 5.9.13 Increasing emphasis is being placed on the ability of Community Transport providers to cater for those who, for a variety of reasons, are unable to access mainstream public transport. As explained previously, the Council has an informal arrangement with a Community Transport organisation and is currently commissioning a study to assess the provision of Community Transport services throughout the county borough. The inclusion of Community Transport providers would ensure that the ability of these organisations to work alongside mainstream public transport is maximised.
- 5.9.14 The Council will adopt the following strategy actions to facilitate greater strategic partnership working :
- **BCBC will continue active participation in local authority consortia;**
  - **BCBC will continue, and strengthen, liaison with adjacent authorities;**
  - **BCBC will promote greater partnership with user groups and stakeholders;**
  - **BCBC will promote inter-departmental partnership in line with the Council's Best Value Review of Supported Transport Services;**
  - **BCBC will consider and evaluate the benefits of QBPs/QBCs in line with national guidance.**



## Summary of Strategy Action Points

### Operational

- BCBC will continue to negotiate with operators in order to meet reliability targets for all services;
- BCBC will monitor changes to the commercial bus network to assess service frequencies and associated deficiencies;
- BCBC will investigate opportunities for creating through services within the authority;
- BCBC will work in partnership with bus operators and stakeholders to widen network coverage in marginal areas and to and from travel generators;
- BCBC will consider and evaluate the benefits of entering into QBPs/QBC's in line with Section 14 of the Transport Act 2000.

### Physical Infrastructure

- BCBC will continue to implement current standards for facilities provided at bus interchanges;
- BCBC will develop a maintenance programme for all interchanges within the authority and will develop/adopt accepted standards;
- BCBC will ensure the provision of facilities in accordance with relevant standards relating to access for the physically impaired;
- BCBC will explore new funding streams such as developer contribution, to improve the public transport network;
- BCBC will strive to provide facilities at all major interchanges which promote greater integration of all modes of transport;
- BCBC will assess the potential for further park and ride developments within the county borough;
- BCBC will encourage all bus operators to install transponders in all their vehicles;
- The Council will maintain a constant dialogue with operators to minimise the effect of changes in the commercial bus network and infrastructure;
- BCBC will investigate the merits of implementing a charging regime for access to the Bridgend bus station.

### Ticketing and Fares

- Encourage co-operation between operators including inter-availability of tickets;
- Investigate the potential for a revised and simplified fares structure within the county borough in conjunction with local transport operators;
- Investigate with the bus operators alternative point of sale outlets for public transport tickets;
- Investigate the potential for expanding Smartcard technology;
- Strengthen local administration of the concessionary fares scheme in line with WAG guidance.

### Safety and Security

- Investigate the potential for permanent staff to be provided at all major interchanges within the authority;
- Undertake a personal safety audit of all public transport interchanges within the authority;
- Assess the potential for developing on-bus security on selected routes and services;
- Provide security telephones and assistance points at all major interchanges within the authority.

### Social Inclusion and Integration

- BCBC will evaluate, and where possible expand the existing bus network to serve employment sites and other major traffic generators within the county borough;
- BCBC will investigate opportunities to develop further integration of Community Transport and taxis with mainstream public transport;
- BCBC will pursue the greater integration of public transport and the transport needs of education, health and social services;
- BCBC will pursue the integration of land-use and bus use under wider application of Public Transport Accessibility Levels in Transport Assessments that accompany land-use development proposals, (this will be promoted largely under the strategy for physical infrastructure, its benefits however, will contribute toward the social inclusion and integration strategy);
- BCBC will pursue greater and more consistent enforcement of UDP policies on public transport obligations relating to new developments.

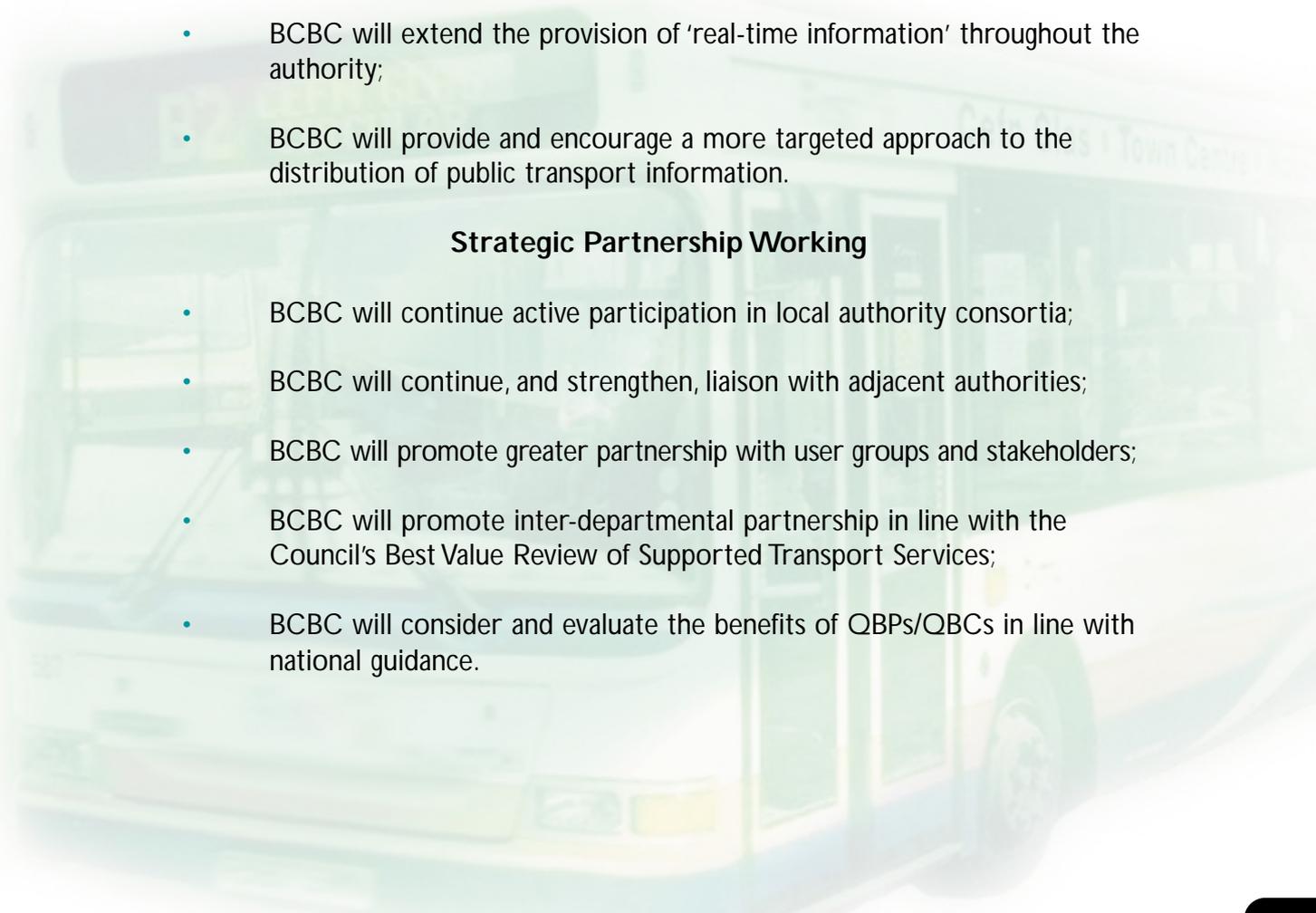


### Marketing and Information

- BCBC will ensure timetable information at all stops is reliable and up to date;
- BCBC will seek to undertake ownership of all timetable information, including the provision of such information at all bus stops and stations within the county borough;
- BCBC will consult with the Welsh Area Office for the Traffic Commissioner and relevant stakeholders to ensure that the existing local bus information is adequate, and is made available in the most appropriate way;
- BCBC will strive to provide public transport information which caters for those with visual and aural impairments;
- BCBC will continue the promotion of PTI Cymru at stops and interchanges in the county borough;
- BCBC will make available all relevant information via the corporate web site;
- BCBC will, where appropriate, provide 'Routeway' information to assist in pedestrian and cyclist movement to public transport interchanges;
- BCBC will extend the provision of 'real-time information' throughout the authority;
- BCBC will provide and encourage a more targeted approach to the distribution of public transport information.

### Strategic Partnership Working

- BCBC will continue active participation in local authority consortia;
- BCBC will continue, and strengthen, liaison with adjacent authorities;
- BCBC will promote greater partnership with user groups and stakeholders;
- BCBC will promote inter-departmental partnership in line with the Council's Best Value Review of Supported Transport Services;
- BCBC will consider and evaluate the benefits of QBPs/QBCs in line with national guidance.





## 6. Priorities for Action

### 6.1 Overview

6.1.1 The LABS Priorities for Action have been generated from the results of various user and non-user surveys which formed part of the Bridgend Area Bus Study carried out by Consultants on behalf of Bridgend County Borough Council. The following types of survey were carried out:

- **in-home surveys (both bus-user and non-user);**
- **on-bus surveys;**
- **trip end surveys (at Bridgend bus station and Bridgend town centre car parks);**
- **focus groups;**
- **mystery traveller survey.**

6.1.2 Nineteen bus-use attributes were examined during the survey and the results that emerged from them form the basis of the prioritisation of the strategy actions at the end of Chapter 5 of this Local Area Bus Strategy.

6.1.3 Each bus-use attribute that has been identified by respondents in the survey has been given a priority index (PI) score. The use of PI involves an assessment of importance and performance of attributes in which respondents assign a score reflecting the importance and performance attached to an attribute (both on a scale of 1-5). These scores are then combined to produce a single PI score. The resultant PI score can range from -20 to 20. A negative PI means that the performance is low compared to the importance of that service attribute and therefore there is scope for improvement. A positive PI means that the attribute is performing above people's expectations. Furthermore, when the PI scores generated by all of the attributes are compared it enables them to be ranked in order of priority. In these surveys a total of 19 attributes were examined. This prioritisation tool has been developed by the Consultant, FaberMaunsell, who carried out the BABS, to assist in the decision-making process of the local bus improvement strategy.

6.1.4 The method for calculating and assessing the PI scores obtained from the five surveys can be found in Appendix A of the Strategy Report of the Bridgend Area Bus Study. For the purposes of this LABS, BCBC has adopted the PI scores from the in-home survey as a representative sample for prioritising the strategy action points in Chapter 5. Table 6.1 below shows the priority indexing applied to service attributes from the In-Home survey conducted as part of BABS, with shelters at bus stops ranked as the highest Priority.

**Table 6.1:** In-Home Survey Priority Indexing of Service Attributes

Rank	Action	Priority Score
1	Shelters at bus stops	-6.99
2	Tickets accepted by all operators	-6.04
3	Timetable information	-5.97
4	Frequency	-5.79
5	Reliability	-5.75
6	Bus representatives at bus station	-5.57
7	A service that is value for money	-5.26
8	Services to match demand	-5.18
9	Extended operating hours	-5.10
10	Facilities at Bridgend Bus Station	-5.07
11	'Real-Time' information	-4.81
12	Conductors on Buses	-4.65
13	Personal security	-4.61
14	Through services	-4.31
15	Designated buses to employment sites	-4.18
16	Journey comfort	-4.14
17	Friendly drivers	-3.78
18	Ease of getting on and off the buses	-3.71
19	Express routes	-3.68

(Source: BABS 2002 - Strategy Report)

## 6.2 Implementation

6.2.1 The priority indexing process has produced a far-reaching strategy with a large number of strategy action points that need to be achieved if the overall vision and objectives are to be realised. However, both the Council and the Welsh Assembly Government recognise that budgetary limitations will constrain the effective implementation of all the attributes within a set time frame. Consequently, as part of this LABS, the Council has re-prioritised the 41 Strategy Action Points listed at the end of Chapter 5 on the basis of their relationship with the service attributes in table 6.1 above. The Strategy Action Points have then been grouped into three time-scales; the top third to be carried out in the short term, second third over the medium term, and the last third over the long term as illustrated by the Prioritised Strategy Action Plan in Table 6.2.

- 6.2.2 To achieve the large number of Strategy Action Points identified in Chapter 5, a list of 13 Priorities for Action were developed. Each of these projects/initiatives addresses at least one of the strategy action points contained in the Prioritised Strategy Action Plan (Table 6.2). These Priorities for Action have been grouped into short term (0-2 years), medium term (3-4 years) and long term (5+ years) time-scales with an additional category for schemes that are of a continuous nature. Within each time-scale projects or initiatives have been prioritised to reflect the public's own priorities as observed by BABS and illustrated in Table 6.1. The Priorities for Action, and the strategy action points to which they correspond, are illustrated in Table 6.3.
- 6.2.3 The phasing of the Priorities for Action has been determined by the availability of funding and other resources such as co-operation and compatibility with partners' schedules and priorities. The WAG Transport Grant initiative is the main source of funding for public transport infrastructure improvement. This has been the case in the past few years since the inception of the package approach to transport funding. The Council is aware that a change in emphasis or in government policy direction could result in a funding deficit, especially for capital investment. In view of this, the long-term elements of the Priorities for Action comprise mainly items that require revenue expenditure which can be obtained from various sources (see Chapter 7).
- 6.2.4 While the Priorities for Action provides a comprehensive context for investment in bus facilities, the Council is minded to be flexible in the implementation of such an investment programme, in view of the uncertainty of the level of funding that would be available in the future. Other considerations will also be taken into account. The need to consult stake-holders in the design of schemes, the need to observe statutory procedures in scheme implementation, and the contribution that transport investment would make to other community initiatives may lead to a revision of the Priorities for Action. However, the Council will ensure that any future variations do not compromise the Vision and Objectives (Chapter 3) of this LABS, and that any such variations will be in accord with the Council's Corporate Plan.
- 6.2.5 The Council will use the LTP APR process to inform and consult on possible future variations or revisions to the programme identified in the Priorities for Action.





Table 6.2 - (A3 to be inserted here)



**Table 6.2** –Prioritised Strategy Action Plan

Priority	Short Term Strategy	Medium Term Strategy	Long Term Strategy	On-Going (Short/medium/Long Term)
1	BCBC will continue to implement current standards for facilities provided at bus interchanges	BCBC will investigate the potential for expanding Smartcard technology	BCBC will investigate alternative point of sale venues for public transport tickets	BCBC will develop a maintenance programme for all interchanges within the authority and will develop/adopt accepted standards
2	BCBC will ensure the provision of facilities in accordance with relevant standards relating to access for the physically impaired	BCBC will assess the potential for developing on-bus security on selected services	BCBC will provide and encourage a more targeted approach to the distribution of public transport information	BCBC will continue the promotion of PTI Cymru at stops and interchanges
3	BCBC will encourage co-operation between operators including inter-availability of tickets	BCBC will extend the provision of 'real-time' information throughout the county borough	BCBC will investigate the potential for permanent staff members to be provided at all major interchanges within the authority	BCBC will explore new funding streams to improve the public transport network
4	BCBC will investigate the potential for a revised and simplified fare structure within the county borough in conjunction with local transport operators	BCBC will widen network coverage in marginal areas and to and from travel generators	BCBC will provide security telephones and assistance points at all major interchanges	BCBC will maintain a constant dialogue with operators to minimise the effect of changes in the commercial bus network and infrastructure
5	BCBC will administer the Concessionary Fare scheme in line with WAG guidance	BCBC will evaluate the existing bus network in relation to employment sites and other traffic generators within the county borough	BCBC will investigate opportunities for developing through services within the authority	BCBC will pursue greater and more consistent enforcement of UDP policies on public transport obligations in to new developments
6	BCBC will ensure timetable information at all stops is reliable and up to date		BCBC will where appropriate, provide 'Routeway' information to assist in pedestrian and cyclists movement to public transport interchanges	BCBC will pursue wider application of PTALs in Transport Assessments
7	BCBC will seek to undertake ownership of all timetable information, including the provision of such information			BCBC will develop partnerships with developers, public transport operators, and other private sector interests to improve the penetration of public transport services into new developments
8	BCBC will strive to provide public transport information which caters for those with visual and aural impairments			BCBC will promote greater partnership with user groups and stakeholders
9	BCBC will make available all relevant information via the corporate website			BCBC will continue active participation in local authority consortia
10	BCBC will continue to implement current standards for facilities provided at bus interchanges			BCBC will continue and strengthen liaison with adjacent local authorities
11	BCBC will monitor changes to the commercial network to assess service frequencies and associated deficiencies			BCBC will strive to provide facilities at all major interchanges which promote greater integration of all modes of transport
12	BCBC will continue to negotiate with operators in order to meet reliability targets for all services			
13	BCBC will encourage all bus operators to install transponders in all their vehicles			
14	BCBC will investigate the potential for greater integration of community transport and taxis with mainstream public transport			
15	BCBC will pursue the greater integration of public transport and the transport needs of the education, health and social services sectors			
16	BCBC will consider and evaluate the benefits of QCs and QPs in line with national guidance			
17	BCBC will undertake a personal safety audit of all public transport interchanges			
18	BCBC will provide security telephones and assistance points at all major interchanges			
19	BCBC will introduce a user charge at the Bridgend Bus Station			



Table 6.3 – Priorities for Action

Strategy Framework –Projects & Initiatives	Links with Prioritised Strategy Action Plan (Refer to Table 6.2)			
	Short Term	Medium Term	Long Term	On-Going
<b>Operational</b>				
Implementation of a charging regime for Bus Operating Companies for the use of the new Bridgend Bus Station	6, 10, 19	3	3, 4	1, 3, 11
Establish Quality Bus Partnership/Quality Bus Contract with Bus Operating Companies	3, 4, 10, 11, 12, 15, 16	4, 5	5	4
<b>Physical Infrastructure</b>				
Construct a new bus station on site of existing Bridgend Bus Station	1, 2, 10, 18, 19	3	3, 4	1, 11
Upgrade bus stops to established standards	1, 2, 6, 8, 10, 16, 17	N/A	6	1
<b>Ticketing &amp; Fares</b>				
Expand the concessionary fares to the under eighteen's	5	1	N/A	N/A
Implement Smartcard technology on all buses and investigate potential for expanded use of the technology	4, 5	1	2	9, 10
<b>Security &amp; Safety</b>				
Undertake a safety audit of existing bus stop and interchanges and their surrounding environs	1, 2, 10, 17, 18	N/A	3, 6	N/A
<b>Social Inclusion &amp; Integration</b>				
Continue to support 'Socially Necessary' bus services	11, 14, 15, 16	4, 5	N/A	3, 4
Devise and utilise Public Transport Accessibility Levels in Transport Assessments for new developments	N/A	4, 5	5	5, 6, 7
Implement the recommendations of the 'Best Value Review'	14, 15	5	N/A	3, 8
<b>Marketing &amp; Information</b>				
Produce and implement a 'Public Transport Information Strategy'	4, 6, 7, 8, 9, 13	3	2, 6	2
<b>Partnerships</b>				
Establish a 'Public Transport Forum' with stakeholder representatives.	3, 4, 11, 12, 13, 14, 15, 16	1, 4, 5	5, 2	2, 3, 4, 5, 6, 7, 8
Establish a liaison group and/or system with the Planning Department to co-ordinate transportation issues/input into development proposals	1, 2, 10	4, 5	N/A	3, 5, 6, 7, 11



## 7. Programme for Delivery

### 7.1 Overview

- 7.1.1 Current levels of Transport Grant (TG) funding represent a significant amount of the total spent on capital bus improvement projects. Future shift in WAG spending and investment priorities away from the package approach could deprive the public transport system of funding required for investment. While the LTP APR process provides a framework in which investment can be planned and TG contributions assessed more objectively, it is necessary that the Council identify alternative and innovative sources of funding to complement TG funding.
- 7.1.2 It is impossible to predict the level of available funding in the future and it is therefore likely that a funding deficit would always exist. Prioritisation and judicious allocation of funds would therefore be required to achieve an acceptable balance between investment requirements and available funding. Table 7.1 below shows the type, and sources of funding that would be required for public transport schemes.

**Table 7.1** - LABS & LTP Funding

	<b>Scheme Domain</b>	<b>Capital Investment</b>	<b>Revenue Investment</b>
<b>Local Authority Scheme</b>	Public	TG, SCA, BCA, Capital Receipts, EU Funding, SRB	RSG, Council Tax
<b>Development-Activated Scheme</b>	Public	S106, S278	RSG, Commuted sums from developers
<b>Private Sector Scheme</b>	Private	Sponsor/Operator Resources	Sponsor / Operator Resources
<b>Community Transport</b>	Joint Public and Private	TG, SCA, Other Grants (RPP, Lottery Funding etc.), LTSG	LTSG
<b>PPP Scheme</b>	Public-Private Partnership	PFI	Notional credits, RSG
<b>Hypothecated-Fund Scheme (user charge at Bridgend bus station)</b>	Public	Generated Income	Generated Income

## 7.2 Sources of Funds

7.2.1 The following are sources from which funding could be obtained for public transport investment.

### 7.2.2 Transport Grant (TG) and Supplementary Credit Approval (SCA)

7.2.3 TG is an annual cash grant provided by the WAG to fund approved capital investment. It represents 50% of the scheme cost with the remaining 50% being funded by SCA, which is an approval to borrow money to supplement the TG cash approval. Schemes that are eligible for TG funding include road schemes that cost over £5million, package bids that cost over £1million, and Safe Routes to School schemes which have no cost limits or thresholds.

### 7.2.4 Basic Credit Approval (BCA)

7.2.5 BCA is the amount of capital expenditure that the WAG sets for the Council. It represents the annual capital guideline less the total of all capital receipts taken into account. BCAs are supplemented by SCAs, although SCAs are for specific capital expenditure.

### 7.2.6 European Union Funds

7.2.7 Various grants are available from the EU, which range from the perennial such as ERDF and Objective 1 to specific and ad hoc grants such as those that support regeneration or environmental schemes. Whatever their form, most of these grants form only a proportion of the total cost of the schemes or strategy under consideration with match-funding being provided by credit approvals, partnership-funding or funding from the Council's own resources. The county borough now qualifies for Objective 1 status and as such the Council will be submitting appropriate transport schemes for funding under this grant.

### 7.2.8 Developer Contributions

7.2.9 S106 of the Town and Country Planning Act 1990 (as amended by S12 of the Planning Compensation Act 1991) and S278 of the Highways Act 1980 provide funding for transport projects that are necessitated by land-use development. These provisions enable the Council to enter into legal agreements with developers to fund the provision of new, or the improvement of existing transport facilities required by new land-use developments. The level of contribution will be assessed as part of Public Transport Accessibility Level (PTAL) audits under the Transport Assessment requirement that accompany land-use development proposals.

### 7.2.10 Town Improvement Grant (TIG)

7.2.11 This grant is distributed by the Welsh Development Agency and is intended for the environmental enhancement and revitalisation of town centres. TIG is currently being used as part funding for the regeneration of Maesteg town centre which includes traffic management measures and bus stop improvements along Commercial Street.

### 7.2.12 Hypothecated Funding

7.2.13 This will be funding provided by income generated from user charges levied on bus operating companies that use the improved Bridgend bus station.

### 7.2.14 Grants for Railway Services

7.2.15 The Strategic Rail Authority distributes grants under the Rail Passenger Partnership (RPP) programme to encourage the development of integrated transport projects that enhance rail services. In partnership with the Vale of Glamorgan Council, and supported by the train operating companies, the Council is currently promoting an RPP to support the re-opening of the Vale of Glamorgan railway line.

### 7.2.16 Local Transport Services Grant

7.2.17 This grant is a WAG-sponsored initiative that enables the Council to provide bespoke bus services, services that are socially necessary and support for Community Transport. The grant also helps to fund upgrading of infrastructure and passenger information.

### 7.2.18 Quality Partnerships

7.2.19 Quality Partnerships are essentially public-private partnerships between the Council and public transport operators. They enable the private sector to provide match-funding or improve services and facilities that contribute to the full realisation of public sector investment. For example, the current investment in bus priority measures in the county borough would attract the provision of low floor buses to aid the mobility impaired, fleet renewal and the general upgrading of equipment.

### 7.2.20 Public Finance Initiative (PFI)

7.2.21 PFI is also a partnership between the public and private sectors with a private sector contractor providing capital investment usually on a 'design build finance and operate' (DBFO) basis. PFI facilitates the transfer of risk from the Council to the private sector. There are currently no PFI transport schemes proposed in the county borough. However, it is envisaged that transport schemes that are necessitated by PFI-sponsored land-use developments will be provided through PFI funding.

## 7.3 Financial Profile

7.3.1 Table 7.2 (Programme for Delivery 2003/04 to 2007/08) below sets out a 5-year programme for delivering the project and initiatives identified in the Priorities for Action for the period 2003/04 to 2007/08. It contains details of project expenditure, partner organisations and their contributions, secured and anticipated sources of funding.

7.3.2 Table 7.3 below contains the Transport Grant Expenditure Profile which corresponds to a similar financial profile in the RPTS which represents TG expenditure for all the local authorities within the SWIFT region.



**Table 7.2** –Programme for Delivery 2003/04 to 2007/08

Project	Delivery Timetable					Total Project Cost	Expenditure		Funding Sources	Partners	Partner/Public Sector Contributions	Notes
	2003/04	2004/05	2005/06	2006/07	2007/08		Capital	Revenue				
<b>Established Bus Quality Partnerships</b>	Identity possible QBP with the bus operators	Implement terms of agreed QBP				Not available	Not available	Not available	Local Transport Subsidy Grant Transport Grant BCBC	BOCs	Partners - agreements on operational issues. Public - officer time, funding and accessing funding sources	A 'Code of Conduct on Service Stability' and study into competition law and its affect upon public transport services are being produced. These documents will aid in producing any QBP
<b>Construction of new bus station at Bridgend</b>	Completion of design. Begin the construction in September.	Completion of bus station	N/A	N/A	N/A				Transport Grant	N/A	Public Sector - Project Management, Officer time	
<b>Upgrade of Bus Stops to minimum standards</b>	Nottage Area	Maesteg to Caerau & Nottage to Cornelly corridors	Responding to public & member requests and demand	Responding to public & member requests and demand	Responding to public & member requests and demand	2003 - 2005 - £850k Beyond variable			Transport Grant	Community Councils	Public Sector - Officer time Partner - Undertake public consultation	The programme for upgrading bus stops began in 1999. Since the start 48% of the bus stops have been upgraded
<b>Expansion of Concessionary Fares to under 18's</b>	WAG undertaking investigations into feasibility.	Administer Scheme in accordance with WAG guidance	Administer Scheme in accordance with WAG guidance	Administer Scheme in accordance with WAG guidance	Administer Scheme in accordance with WAG guidance	Unknown cost based on pass numbers use, and amount of concession	-	100%	Welsh Assembly Government BCBC	Welsh Assembly Government BOCs	Partner - Funding and co-operation	BCBC will administer an expanded concessionary fare scheme for WAG according to their timetable
<b>Implementation of Smartcard Technology</b>	Investigate opportunities for Smartcard uses in line with Best Value Review of Support Services	Investigate system providers & expand Smartcard Technology into identified areas	Expand Smartcard Technology into identified areas	Expand Smartcard Technology into identified areas	Expand Smartcard Technology into identified areas	Not available	Not available	Not available	Welsh Assembly Government BCBC	Welsh Assembly Government BOCs		The expansion of Smartcard Technology will require business cases to be prepared for each element and the finalisation of ITSO standards
<b>Bus Stop / Interchange Safety Audits</b>	Devise an audit checklist	Implement audit checklist & maintenance programme	Continue rolling programme of audit and maintenance	Continue rolling programme of audit and maintenance	Continue rolling programme of audit and maintenance	Not available	Not available	Not available	BCBC	N/A	N/A	
<b>Supporting 'Socially Necessary' Services</b>	Continue support for current services, arising demand, & identify new services	Continue support for current services, arising demand, & identify new services	Continue support for current services, arising demand, & identify new services	Continue support for current services, arising demand, & identify new services	Continue support for current services, arising demand, & identify new services	Variable - demand related			Local Transport Subsidy Grant BCBC	BOCs	Public - funding & staff time Partner - supply a vehicle & driver	The costs associated with supporting services are dependent upon the number of services that require support
<b>Public Transport Accessibility Levels</b>	Devise Accessibility Framework	Implement Accessibility Framework				Not available	Not available	Not available	BCBC	Adjacent LAs	Partner & Public - Officer time, funding	
<b>Public Transport Information Strategy</b>	Formulate initial standards for PT information  Appoint additional member of staff	Produce Public Transport Information Strategy  Negotiate strategy terms with BOCs as part of QBP	Implement PTIS	Implement PTIS	Implement PTIS	£190k approx.	£63k	£127k	Local Transport Subsidy Grant Transport Grant BCBC	BOCs PTI Cymru WAG	Partners - Funding, co-operation & information	
<b>Public Transport Forum</b>	Set-up Public Transport Forum	Hold quarterly meetings	Hold quarterly meetings	Hold quarterly meetings	Hold quarterly meetings	Staff Time	/	100%	BCBC	WAG, BOCs, BCBC, Members, Stakeholder groups, BCBC Citizens Panel	Partners - information sharing	
<b>Transportation &amp; Planning Liaison System</b>	Establish liaison system & agree with the Planning dept. Begin implementing system.	Implement system	Review the success of the system & implement changes	Implement system	Implement system	Staff Time	/	100%	BCBC	BCBC - Planning Dept.	Partners - information sharing	The new system will ensure that all transportation issues, not just traffic flows and impacts upon the network, are discussed at the earliest possible stage
<b>Network Development</b>	Identify new routes & potential for expanding the network. Complete Lloyds TSB Travel Plan & bus service project	Identify new routes & potential for expanding the network	Identify new routes & potential for expanding the network	Identify new routes & potential for expanding the network	Identify new routes & potential for expanding the network	Varies - up to £100k per project	Approx. 5% of project cost	Approx. 95% of project cost	BCBC Private Sector & Developer Contributions	User Groups, Stakeholder, BOCs, SWIFT Travel Plan Co-ordinator, Local Members, Private Sector	Public Private Partnerships S106 Agreements	
<b>Management of Bridgend Bus Station</b>	Identify bus stations staffing needs	Appoint staff				£60k approx. per annum		100%	BCBC BOCs	BOCs	Partner - funding Public - funding, staff management	Partner funding for the initiative will be hypothecated from a charge for BOC to use the Bus Station



Table 7.3 - Transport Grant Expenditure Profile 2002/03 - 2007/08

Scheme	Description	2002/03 (£,000)	2003/04 (£,000)	2004/05 (£,000)	2005/06 (£,000)	2006/07 (£,000)	2007/08 (£,000)	Total Project Cost (£,000)
<b>Marketing &amp; Partnerships</b>	SWIFT Corporate	200	200	200	200	200	200	1200
<i>Sub-Total</i>		<i>200</i>	<i>200</i>	<i>200</i>	<i>200</i>	<i>200</i>	<i>200</i>	
<b>Rail Schemes</b>	Brackla Station	0	20	60	1500	0	0	1610
	Maesteg Passing Loop	0	20	50	1000	100	0	1170
<i>Sub-Total</i>		<i>0</i>	<i>40</i>	<i>110</i>	<i>2500</i>	<i>100</i>	<i>0</i>	
<b>Bus Priority Measures</b>	All Corridor Improvements	1290	290	350	100	0	0	2030
<i>Sub-Total</i>		<i>1290</i>	<i>290</i>	<i>350</i>	<i>100</i>	<i>0</i>	<i>0</i>	
<b>Bus Interchange</b>	Bridgend Bus Station	1500	250	0	0	0	0	2528
	Bridgend Transport Interchange	250	1000	1000	0	0	0	2269
<i>Sub-Total</i>		<i>1750</i>	<i>1250</i>	<i>1000</i>	<i>0</i>	<i>0</i>	<i>0</i>	
<b>Maintenance</b>	Bus Stations	5.3	5.5	5.6	5.8	6	6.1	34.3
	Bus Shelters	25	26	27	27.5	28	29	162.5
	Bus Shelter Cleaning	27	28	29	30	31	32	177
<i>Sub-Total</i>		<i>57.3</i>	<i>59.5</i>	<i>61.6</i>	<i>63.3</i>	<i>65</i>	<i>67.1</i>	
<b>Total Annual Expenditure</b>		<b>3297.3</b>	<b>1839.5</b>	<b>1721.6</b>	<b>2863.3</b>	<b>365</b>	<b>267.1</b>	



## 8. Appraisal

### 8.1 Overview

8.1.1 The WAG guidance recommends three categories under which the adopted strategy (Chapter 5) should be appraised. The appraisal categories are: the Transport Framework; the RPTS objectives; and WAG criteria under the New Approach To Appraisal (NATA). In view of the similarities in all three categories, BCBC has adopted the NATA approach, which also forms the framework within which the RPTS objectives have been defined, as the appraisal category for this LABS. The strategy identified and the appraisal method adopted include the objective set out in paragraph 1.1 of the Transport Framework for Wales, "..... aims to lead and support the delivery of the transport infrastructure and services that we need in Wales both internally and to connect us to the rest of the world."

8.1.2 The NATA appraisal process also includes the latest GOMMS (Guidance on the Methodology for Multi-Modal Studies) and the bridging document "DTLR Appraisal for Major Public Transport Schemes: Detailed Guidance (26 July 2001). This style of appraisal ensures consistency between the BABS and this LABS. The qualitative approach includes the following elements:

- **Accessibility;**
- **Economy;**
- **Integration;**
- **Safety and Security;**
- **Environment.**

8.1.3 The appraisal of the strategy has been conducted on the basis of the seven strategy headings contained in Chapter 5 for which corresponding Appraisal Summary Tables (AST) are shown in Tables 8.1 to 8.7 :

<b>Strategy: OPERATIONAL</b>				
<b>Criteria</b>	<b>Sub-Criteria</b>	<b>Qualitative Impacts</b>	<b>Quantitative Impacts</b>	<b>Assessment</b>
Integration	Other Public Transport Modes	A reliable and efficient public transport network.	Network expansion (% increase)	Significant Benefit
	LTP & UDP	The strategy fulfils the sustainable transport and integrated land-use and transportation requirements promoted in the LTP and UDP.	N/A	Slight Benefit
	RPTS	The strategy complements and builds upon the objectives and strategies agreed in the Regional Public Transport Strategy for the SEWTB area.	N/A	Slight Benefit
	Other Community Objectives	Promote integration of public transport with education and social services transport under the Council's Best Value Review of integrated transport.	Budget Savings	Significant Benefit
Accessibility	Bus Network	Improved perception of service accessibility.	Network expansion	Slight Benefit
	Other Public Transport Modes	Opportunities for integrating all modes of public transport.	N/A	Neutral
	Employment Areas	Will improve the perceived accessibility of employment areas, promoting regeneration and travel by public transport.	N/A	Neutral
	Severance & Exclusion	The strategy will widen public transport for all.	Rate of take up of P/T opportunities. Expansion of network.	Significant Benefit
Safety & Security	On Bus	N/A.	N/A	Neutral
	Waiting Environments	N/A.	N/A	Neutral
	Routes to Stations	N/A.	N/A	Neutral

Table 8.1

Economy	Journey Times	Improvement to overall journey times due to service improvements and operational expansion	Time Savings	Slight Benefit
	Frequency	Reduction in waiting times	Time Savings	Slight Benefit
	Reliability	N/A	N/A	Neutral
	Regeneration	Wider operations will aid in regenerating local communities	N/A	Neutral
	Travel Plans	Wider access to employment opportunities	Commuter modal shift	Significant Benefit
Environment	Noise	N/A	N/A	Neutral
	Air Quality	N/A	N/A	Neutral

**Strategy: PHYSICAL INFRASTRUCTURE**

Criteria	Sub-Criteria	Qualitative Impacts	Quantitative Impacts	Assessment
Integration	Other Public Transport Modes	Improved perception of integration of the bus network with other public transport modes.	Improved perception	Slight Benefit
	LTP & UDP	The physical infrastructure strategy fulfils the sustainable transport and integrated land-use and transportation requirements promoted in the LTP and UDP.	N/A	Slight Benefit
	RPTS	The strategy complements and builds upon the objectives and strategies agreed in the Regional Public Transport Strategy for the SEWTB area. It also supports the partnership agreements with Neath Port Talbot CBC in the SWWITCH local government area.	N/A	Slight Benefit
	Other Community Objectives	Improvements in the infrastructure will meet social, economic, health, education and environmental needs of the community through improving access between modes and higher standard waiting areas.	N/A	Slight Benefit
Accessibility	Bus Network	Improved physical accessibility for the disabled and mobility impaired. Improved perception of accessibility.	N/A	Slight Benefit
	Other Public Transport Modes	Improved perception in accessibility to other public transport modes from the bus network.	Improved perception	Slight Benefit
	Employment Areas	Existing infrastructure may attract development/investment into an area.	N/A	Slight Benefit

Table 8.2

	Severance & Exclusion	Improved facilities for pedestrian, mobility impaired and marginalised (geographically & socially) members of the public.	N/A	Slight Benefit
Safety & Security	On Bus	Improved physical access to buses will provide safer boarding and alighting for the elderly, mobility impaired, wheelchair users, and parents with young children and prams.	Reported incidents	Slight Benefit
	Waiting Environments	High quality and safe waiting environments will enhance the image of buses and encourage greater bus use.	Improved perception	Slight Benefit
	Routes to Stations	The physical infrastructure strategy will ensure that all upgrades and new facilities incorporate pedestrian and waiting passenger safety and security measures.	Audit of facilities	Neutral
Economy	Journey Times	Transponders, bus priority measures, and well planned and designed interchanges and facilities will reduce journey times.	Reduction in journey times	Significant Benefit
	Frequency	The provision of improved and new stops will encourage services in to an area and increase passenger demand. This will result in increased services.	Increased frequency	Significant Benefit
	Reliability	Transponders and bus lanes will improve the reliability of buses especially during the peak period.	Bus punctuality	Significant Benefit
	Regeneration	Provision of high quality interchange facilities will enhance the public realm and act as a catalyst for investment, particularly within the town centres of Bridgend, Maesteg and Porthcawl.	N/A	Slight Benefit

	Travel Plans	Promotion of access to employment areas will aid the implementation and take-up of staff travel plans.	Number of Staff Travel Plan initiatives introduced	Slight Benefit
Environment	Noise	These measures will reduce noise levels as a result of reduced congestion.	Reduced noise pollution	Slight Benefit
	Air Quality	These measures will improve air quality as a result of reduced congestion.	Improvement in air quality	Slight Benefit

Table 8.3

Strategy: TICKETING & FARES				
Criteria	Sub-Criteria	Qualitative Impacts	Quantitative Impacts	Assessment
Integration	Other Public Transport Modes	The Ticketing and Fares strategy promotes a simplified and transparent ticketing system with inter-operator and inter-modal ticketing and will engender a perception of integrated services.	N/A	Slight Benefit
	LTP & UDP	The strategy fulfils the sustainable transport and integrated land-use and transportation requirements promoted in the LTP and UDP.	N/A	Slight Benefit
	RPTS	The strategy complements and builds upon the objectives and strategies agreed in the Regional Public Transport Strategy for the SEWTB area.	N/A	Slight Benefit
	Other Community Objectives	The use of Smartcards in ticketing will provide the platform for other community services such as education and library services to be incorporated.	N/A	Slight Benefit
Accessibility	Bus Network	A simplified and transparent ticketing structure will change perception of the bus network as inaccessible and confusing.	N/A	Slight Benefit
	Other Public Transport Modes	The strategy promotes a ticketing system, namely Smartcards, that presents the opportunity for multi-modal ticketing.	N/A	Slight Benefit
	Employment Areas	Improved ticketing and fares will facilitate seamless travel for community travel.	N/A	Slight Benefit
	Severance & Exclusion	Current perceived lack of integration may act as a barrier to the use of existing services/journeys. Integration could facilitate the completion of existing and potential trips of all segments of the population.	N/A	Slight Benefit
Safety & Security	On Bus	N/A	N/A	Neutral

Safety & Security	Waiting Environments	N/A	N/A	Neutral
	Routes to Stations	N/A	N/A	Neutral
Economy	Journey Times	Smartcards and alternative points of sale will enable quicker boarding times reducing delays when boarding.	Saving on journey times	Slight Benefit
	Frequency	Improved trip frequency.	N/A	Slight Benefit
	Reliability	N/A	N/A	Neutral
	Regeneration	Alternative points of sale will encourage passengers into outlets for bus tickets.	N/A	Slight Benefit
	Travel Plans	Ticketing and fare structure changes, particularly if incentives are introduced, may increase the take-up and implementation of Staff Travel Plans.	Number of Staff Travel Plan initiatives introduced	Slight Benefit
Environment	Noise	N/A	N/A	Neutral
	Air Quality	N/A	N/A	Neutral

Table 8.4

<b>Strategy: SECURITY &amp; SAFETY</b>				
<b>Criteria</b>	<b>Sub-Criteria</b>	<b>Qualitative Impacts</b>	<b>Quantitative Impacts</b>	<b>Assessment</b>
Integration	Other Public Transport Modes	Improved safety and security at public transport interchanges will increase the number of passengers undertaking multi-modal public transport journeys.	N/A	Neutral
	LTP & UDP	Safer and secure public transport network fulfils the sustainable transport transportation requirements promoted in the LTP and UDP.	N/A	Neutral
	RPTS	The strategy complements and builds upon the objectives and strategies agreed in the Regional Public Transport Strategy for the SEWTFB area.	N/A	Neutral
	Other Community Objectives	The strategy complements the Council's 'Crime & Disorder Reduction' in reducing crime and the fear of crime.	N/A	Neutral
Accessibility	Bus Network	A safer and more secure bus network will encourage and enable vulnerable groups in society to utilise buses.	N/A	Neutral
	Other Public Transport Modes	A safe and secure bus network will encourage and enable vulnerable groups in society to access the wider public transport.	N/A	Neutral
	Employment Areas	N/A.	N/A	Neutral
	Severance & Exclusion	A safer and more secure bus network will encourage and enable vulnerable groups in society to utilise buses to participate fully in society.	N/A	Neutral
Safety & Security	On Bus	Increased security will provide a safer environment for passengers and drivers.	N/A	Neutral

Safety & Security	Waiting Environments	Increased security will provide a safer environment for passengers and the general public.	N/A	Neutral
	Routes to Stations	Increased security will provide a safer environment for passengers and the general public.	N/A	Neutral
Economy	Journey Times	N/A.	N/A	Neutral
	Frequency	Increased passenger numbers as a result of improvements to safety and security will create a demand for an increase in frequency.	N/A	Neutral
	Reliability	N/A	N/A	N/A
	Regeneration	The strategy will encourage journeys to work by bus particularly outside the peak hours – early morning/late evening.	N/A	Neutral
	Travel Plans	A safe and secure bus network will encourage the take up and implementation of Staff Travel Plans.	N/A	Neutral
Environment	Noise	N/A.	N/A	N/A
	Air Quality	N/A.	N/A	N/A

Table 8.5

<b>Strategy: SOCIAL INCLUSION &amp; INTEGRATION</b>				
<b>Criteria</b>	<b>Sub-Criteria</b>	<b>Qualitative Impacts</b>	<b>Quantitative Impacts</b>	<b>Assessment</b>
Integration	Other Public Transport Modes	The Social Inclusion & Integration strategy draws together all forms of public transport, for example, Community Transport, to meet demand and fill gaps in provision of service.	N/A	Slight Benefit
	LTP & UDP	The strategy fulfils the sustainable transport and integrated land-use and transportation requirements promoted in the LTP and UDP.	N/A	Slight Benefit
	RPTS	The strategy complements and builds upon the objectives and strategies agreed in the Regional Public Transport Strategy for the SEWTB area.	N/A	Slight Benefit
	Other Community Objectives	The strategy integrates bus-based transport into social, economic, and environmental objectives of the Council and other organisations.	N/A	Significant Benefit
Accessibility	Bus Network	The strategy will increase and expand accessibility to the bus network to new customers and user groups, for example social services.	N/A	Slight Benefit
	Other Public Transport Modes	The strategy will improve the integration of buses with other forms of public transport increasing the number of people able to access the public transport network.	Increased passenger	Significant Benefit
	Employment Areas	The formulation PTALs and the identification of deficits in service provision accessing employment areas will provide greater weight for a targeted approach to increasing accessibility to such areas.	Establish PTALs	Slight Benefit
	Severance & Exclusion	The strategy links buses and wider public transport modes to increase accessibility to services, employment and education thereby enabling full participation in society by reducing geographical, physical and economic severance.	N/A	Significant Benefit

Safety & Security	On Bus	N/A	N/A	Neutral
	Waiting Environments	N/A	N/A	Neutral
	Routes to Stations	N/A	N/A	Neutral
Economy	Journey Times	Greater integration between buses and other public transport modes and accessibility to the network will reduce journey times, particular on multi-modal trips.	Reduced journey times	Significant Benefit
	Frequency	Increase passenger numbers leading to increase in the number of services to cater for demand	Increased frequency	Significant Benefit
	Reliability	N/A	N/A	Neutral
	Regeneration	Increase peoples access to employment and education opportunities.	N/A	Neutral
	Travel Plans	Improvement accessibility levels to the bus network and greater integration with other modes of public transport and community objectives will increase the take-up and implementation of Staff Travel Plans.	Number of Staff Travel Plan initiatives	Slight Benefit
Environment	Noise	Increased use of public transport will reduce noise from congestion.	Reduced noise pollution	Slight Benefit
	Air Quality	Increased use of public transport will improve air quality as a result of a reduction in congestion.	Improvement in air quality	Slight Benefit

Table 8.6

<b>Strategy: MARKETING &amp; INFORMATION</b>				
<b>Criteria</b>	<b>Sub-Criteria</b>	<b>Qualitative Impacts</b>	<b>Quantitative Impacts</b>	<b>Assessment</b>
Integration	Other Public Transport Modes	The strategy provides linkages for the marketing of other modes of public transport. For example, the BCBC website will contain bus timetable information and links to other public transport websites. Accurate information will also enable more reliable intermodal journey planning.	N/A	Neutral
	LTP & UDP	The marketing and information strategy fulfils the sustainable transport and integrated land-use and transportation requirements promoted in the LTP and UDP.	N/A	Neutral
	RPTS	The strategy complements and builds upon the objectives and strategies agreed in the Regional Public Transport Strategy for the SWIFT and Swwitch consortium areas.	N/A	Neutral
	Other Community Objectives	The strategy develops information sources that will enable all citizens to have access to journey information. This will increase people's ability to access facilities and services, achieving social, economic, environmental, education and health objectives.	N/A	Neutral
Accessibility	Bus Network	Improved information and marketing of public transport will increase people's desire and knowledge enabling them to access the bus network.	Percentage change in take up of public transport opportunities	Slight Benefit
	Other Public Transport Modes	More reliable information and better marketing will increase people's desire and ability to access the public transport network for multi-modal journeys.	% change in take up of public transport opportunities	Slight Benefit

Accessibility	Employment Areas	The strategy will provide the information and knowledge to effect a modal shift for commuters' journey to work.	% change in peak hour modal split	Slight Benefit
	Severance & Exclusion	Greater awareness of access to the bus network will enable the reconnection areas and enable excluded people to benefit more fully from community opportunities.	N/A	Slight Benefit
Safety & Security	On Bus	Better information and marketing campaigns can raise awareness about initiatives such as on bus security measures.	% change in bus patronage	Slight Benefit
	Waiting Environments	Better information and marketing campaigns can raise awareness about such initiatives as improved security at waiting areas.	N/A	Slight Benefit
	Routes to Stations	Better information and marketing campaigns can raise awareness about such initiatives as Safe Routes to Stations.	N/A	Slight Benefit
Economy	Journey Times	Accurate and widely available information can enable people, particularly commuters, to plan their journeys.	N/A	Slight Benefit
	Frequency	Improved perception of service availability and coverage.	N/A	Slight Benefit
	Reliability	Up to date and accurate information can ensure that passengers are able to effectively plan and reliably undertake their journeys.	N/A	Slight Benefit
	Regeneration	N/A	N/A	Neutral
	Travel Plans	The strategy will provide the information and knowledge to effect a modal shift for commuters' journey and provide support for the implementation of Staff Travel Plans.	N/A	Slight Benefit
Environment	Noise	N/A.	N/A	Neutral
	Air Quality	N/A.	N/A	Neutral

Table 8.7

<b>Strategy: PARTNERSHIPS</b>				
<b>Criteria</b>	<b>Sub-Criteria</b>	<b>Qualitative Impacts</b>	<b>Quantitative Impacts</b>	<b>Assessment</b>
Integration	Other Public Transport Modes	The Partnerships Strategy promotes more effective inter-modal operator co-ordination and co-operation through partnership arrangements.	The number of partnership arrangements	Significant Benefit
	LTP & UDP	Closer co-ordination and working with developers will achieve the aims and policies of the LTP and UDP.	N/A	Significant Benefit
	RPTS	Closer co-ordination and working with developers will achieve the aims and policies of the RPTS.	N/A	Neutral
	Other Community Objectives	Developing partnerships with stakeholders and integration with community objectives.	N/A	Neutral
Accessibility	Bus Network	Development of Quality Bus Partnerships and greater involvement of bus operators in the development of future strategies.	Progress in agreeing QBPs	Significant Benefit
	Other Public Transport Modes	Adopting a holistic approach in multi-disciplinary strategies.	Progress in developing multi-modal strategies	Significant Benefit
	Employment Areas	Developing employer liaisons with BCBC.	Progress in establishing staff travel initiatives	Significant Benefit
	Severance & Exclusion	Organisations and individuals are drawn together to address exclusion and severance issues caused by inadequacies in the bus network and infrastructure.	N/A	Neutral
Safety & Security	On Bus	Partnerships can facilitate the development of solutions that increase the perception and actual level of safety and security aboard buses.	Improved perception	Slight Benefit
	Waiting Environments	Partnerships can facilitate the development of solutions that increase the perception and actual level of safety and security at stops and interchanges.	Improved perception	Slight Benefit

Safety & Security	Routes to Stations	Partnerships can facilitate the development of solutions that increase the perception and actual level of safety and security on route to stations.	Improved perception	Slight Benefit
Economy	Journey Times	Will provide a mechanism for identifying state of infrastructure.	Improved journey speeds.	Significant Benefit
	Frequency	Quality Bus Partnerships present the opportunity to discuss improvements in frequency of services along corridors and routes.	N/A	Neutral
	Reliability	Quality Bus Partnerships present a mechanism by which the reliability of services can be improved along corridors and routes.	Bus punctuality	Significant Benefit
	Regeneration	Quality Bus Partnerships present a mechanism by which the bus network can be adapted to facilitate economic regeneration.	N/A	Neutral
	Travel Plans	Partnerships are key to formulating and implementing Staff Travel Plans.	Number of Staff Travel Plan initiatives introduced	Slight Benefit
Environment	Noise	Quality Bus Partnerships present a mechanism by which fleet standards are raised.	Reduced noise pollution	Neutral
	Air Quality	Quality Bus Partnerships present a mechanism by which fleet standards.	Improvement in air quality	Neutral



## 9. Targets and Monitoring

### 9.1 Overview

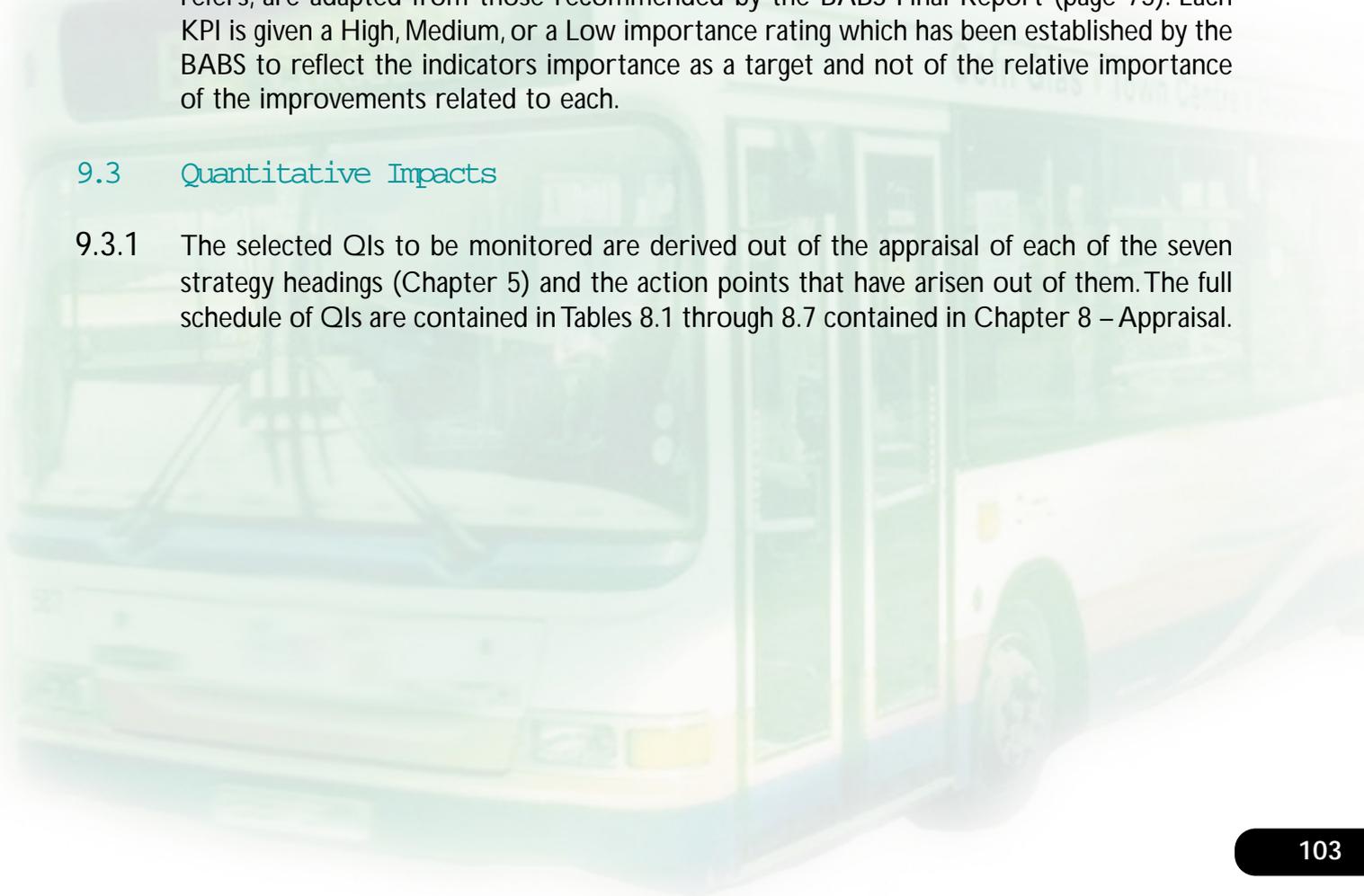
- 9.1.1 The establishment of a series of performance indicators and targets is central to the monitoring of the LABS. The identified measures and indicators that are to be monitored are also key in shaping and directing subsequent reviews of the LABS, particularly in reprioritising the strategy and programming future implementation.
- 9.1.2 In determining the successfulness of the LABS two specific areas of the document are required to be measured and monitored. Firstly, a series of Key Performance Indicators (KPI) have been selected to judge the strategy's outputs in achieving the Objectives (Chapter 3). Secondly, Quantitative Impacts (QI) will be used to monitor the progress of the Strategy Action Points, Table 6.2 refers.
- 9.1.3 It is important to note that particular performance indicators and quantitative impacts set down in this document do not have specific target values or deadlines to achieve. It is important that the Council collects baseline data over a number of years before realistic and achievable targets can be set.

### 9.2 Key Performance Indicators

- 9.2.1 The selected KPIs to be used in assessing the Objectives of this document, Table 9.1 below refers, are adapted from those recommended by the BABS Final Report (page 75). Each KPI is given a High, Medium, or a Low importance rating which has been established by the BABS to reflect the indicators importance as a target and not of the relative importance of the improvements related to each.

### 9.3 Quantitative Impacts

- 9.3.1 The selected QIs to be monitored are derived out of the appraisal of each of the seven strategy headings (Chapter 5) and the action points that have arisen out of them. The full schedule of QIs are contained in Tables 8.1 through 8.7 contained in Chapter 8 – Appraisal.



LABS Objectives	Key Performance Indicator	Importance Rating	Source of PI Data
To increase access to public transport by improving and expanding the bus network throughout the County Borough and also working in partnership with bus operators to improve frequencies, reliability, punctuality and affordability of fares.	Bus kilometres operated per year	High	Bus Operators
	Number of bus passenger journeys	High	Bus Operators, Surveys
	Accessibility to bus services	Medium	PTALs
	Mode share and mode share by destination		
To provide bus priority measures to improve reliability and to speed up bus journeys	Bus reliability – percentage of mileage lost/lateness of services/bunching of services	High	Bus Operators Surveys
	Bus punctuality – buses arriving between 1 minute early and 5 minutes late	Medium	Bus Operators, Surveys
	Use of bus priority measures	Medium	Surveys
To provide physical facilities and linkages that integrate bus use with other modes of transport	Service and facility provision	High	Complaints Received, Surveys
To improve waiting and ancillary facilities at bus stations, bus stops and on buses, including ease of access to bus services	Service and facility provision	High	Complaints Received, Customer Satisfaction Surveys
	Accessibility to bus services	Medium	PTALs
	Accessibility to vehicles	Medium	Bus Operators, Customer Surveys

Table 9.1 – Key performance Indicators

LABS Objectives	Key Performance Indicator	Importance Rating	Source of PI Data
To improve waiting and ancillary facilities at bus stations, bus stops and on buses, including ease of access to bus services	Customer satisfaction with services	High	Complaints Received, Customer Satisfaction Surveys
	Age of bus fleet	Medium	Fleet Audit (Bus Operators)
To improve the security and safety of bus passengers at bus stops and bus stations	Recorded crime occurring at bus interchanges	High	Police Records
	The provision of CCTV at interchanges	High	Infrastructure Audit
To improve integration between bus services and the national rail network	Accessibility to bus service	Medium	Destination/Stop Survey
To integrate bus services with other community objectives such as health, education and social services	Number of passenger journeys undertaken by community transport	Medium	Community Transport Operators
To facilitate the integration of ticketing and fares and explore innovative ways of promoting affordable bus use	Customer Satisfaction with services	High	Customer Satisfaction Surveys
To co-operate with all stakeholders to enhance the image of buses	Customer satisfaction with services	High	Customer Satisfaction Surveys
	Number of Quality Bus Partnerships signed	Low	BCBC
	Age of Bus Fleet	Medium	Fleet Audit (Bus Operators)
To facilitate the active dissemination of public transport information	Customer satisfaction with services	High	Surveys





## Appendix A – Glossary Of Abbreviations

<b>APR</b>	Annual Progress Report
<b>AST</b>	Appraisal Summary Table
<b>BABS</b>	Bridgend Area Bus Study
<b>BCA</b>	Basic Credit Approval
<b>BCBC</b>	Bridgend County Borough Council
<b>CCTV</b>	Closed Circuit Television
<b>ERDF</b>	European Regional Development Fund
<b>ITI</b>	Integrated Transport Initiatives
<b>KPI</b>	Key Performance Indicators
<b>LABS</b>	Local Area Bus Strategy
<b>LTP</b>	Local Transport Plan
<b>LTSG</b>	Local Transport Service Grant
<b>OTED</b>	Ogwr Transport for the Elderly or Disabled
<b>PFI</b>	Private Finance Initiative
<b>PI</b>	Priority Index
<b>PTALs</b>	Public Transport Accessibility Levels
<b>PTI</b>	Public Transport Information
<b>QBP</b>	Quality Bus Partnership
<b>RPP</b>	Rail Passenger Partnership
<b>RPTS</b>	Regional Public Transport Strategy
<b>RSG</b>	Revenue Support Grant
<b>S106</b>	Section 106 of the Town and Country Planning Act as amended by Section 12 of the Planning and Compensation Act 1991.
<b>SCA</b>	Supplementary Credit Approval
<b>SEWTB</b>	South East Wales Transport Board
<b>SEWTF</b>	South East Wales Transport Forum
<b>SWIFT</b>	South Wales Integrated Fast Transit
<b>SWOT</b>	Strengths Weaknesses Opportunities and Threats
<b>SWWITCH</b>	South West Wales Integrated Transport Consortium
<b>TAN 12</b>	Technical Advice Note 12 on Design
<b>TG</b>	Transport Grant
<b>TIG</b>	Town Improvement Grant
<b>TIGER</b>	Transport Integration in the Gwent Economic Region
<b>UDP</b>	Unitary Development Plan

## Appendix B – Objectives

1. To increase access to public transport by improving and expanding the bus network throughout the County Borough and also working in partnership with bus operators to improve frequencies, reliability, punctuality and affordability of fares.
2. To provide bus priority measures to improve reliability and to speed up bus journeys.
3. To provide physical facilities and linkages that integrate bus use with other modes of transport.
4. To improve waiting and ancillary facilities at bus stations, bus stops and on buses, including ease of access to bus services.
5. To improve the security and safety of bus passengers at bus stops and bus stations.
6. To improve integration between bus services and the national rail network.
7. To integrate bus services with other community objectives such as health, education and social services.
8. To facilitate the integration of ticketing and fares and explore innovative ways of promoting affordable bus use.
9. To co-operate with all stakeholders to enhance the image of buses.
10. To facilitate the active dissemination of public transport information.



## Appendix C – Strategy Points

### Operational

- BCBC will continue to negotiate with operators in order to meet reliability targets for all services.
- BCBC will monitor changes to the commercial bus network to assess service frequencies and associated deficiencies.
- BCBC will investigate opportunities for developing through services within the authority.
- BCBC will widen network coverage in marginal areas and to and from travel generators.
- BCBC will consider and evaluate the benefits of entering into QC's/QP's in line with national guidance.

### Physical Infrastructure

- BCBC will continue to implement current standards for facilities provided at bus interchanges.
- BCBC will develop a maintenance programme for all interchanges within the authority and will develop / adopt accepted standards – move to physical infrastructure.
- BCBC will ensure the provision of facilities in accordance with relevant standards relating to access for the physically impaired.
- The Council will explore new funding streams such as developer contribution, to improve the public transport network.
- BCBC will strive to provide facilities at all major interchanges which promote greater integration of all modes of transport.
- BCBC will assess the potential for further park and ride developments within the county borough.
- BCBC will encourage all bus operators to install transponders in all their vehicles (tie in with operational and partnership sections?).
- The Council will maintain a constant dialogue with operators to minimise the effect of changes in the commercial bus network and infrastructure.
- BCBC will introduce a charging regime for use of Bridgend Town Centre bus station.
- BCBC will investigate the merits of implementing a charging regime for access to the Bridgend Bus Station.

### Ticketing and Fares

- BCBC will administer the concessionary fare scheme in line with WAG guidance.
- Encourage co-operation between operators including inter-availability of tickets.
- Investigate the potential for a revised and simplified fare structure within the county borough in conjunction with local transport operators.
- BCBC will investigate the potential for expanding Smartcard technology.
- BCBC will investigate the alternative point of sale venues for public transport tickets.

### Safety and Security

- BCBC will investigate the potential for permanent staff members to be provided at all major interchanges within the authority.
- BCBC will undertake a personal safety audit of all public transport interchanges within the authority.
- BCBC will assess the potential for developing on-bus security on selected services.
- BCBC will provide security telephones and assistance points at all major interchanges within the authority.

### Social Inclusion and Integration

- BCBC will evaluate the existing bus network in relation to employment sites and other traffic generators within the borough.
- BCBC will investigate the potential for greater integration of community transport and taxis with mainstream public transport.
- BCBC will pursue the greater integration of public transport and the transport needs of the education, health and social services.
- Pursue wider application of PTALs in Transport Assessments.
- Pursue greater and more consistent enforcement of UDP policies on public transport obligations in to new developments.

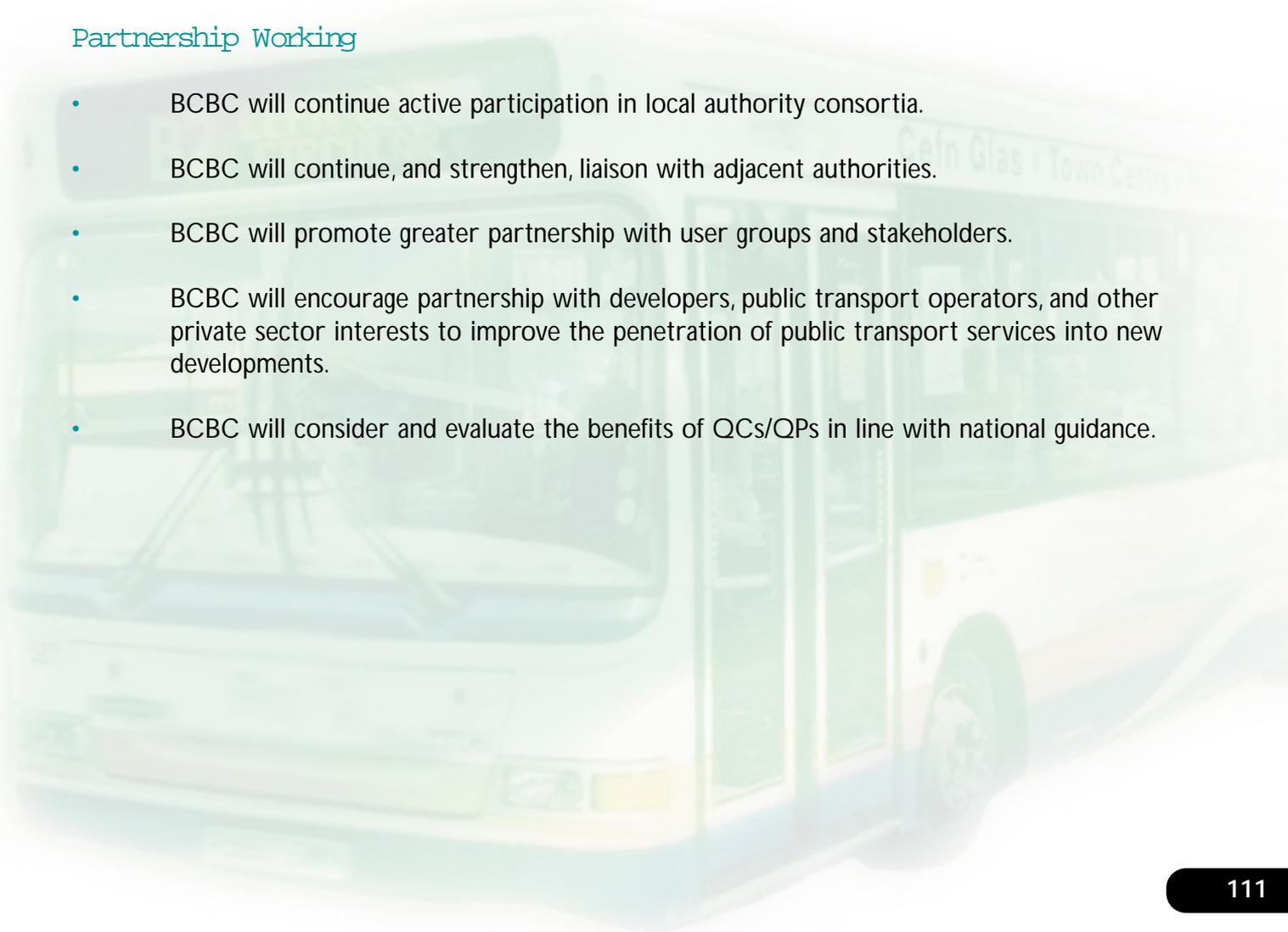


### Marketing and Information

- BCBC will ensure timetable information at all stops is reliable and up to date.
- BCBC will seek to undertake ownership of all timetable information, including the provision of such information.
- BCBC will strive to provide public transport information which caters for those with visual and aural impairments.
- BCBC will continue the promotion of PTI Cymru at stops and interchanges in the county borough.
- BCBC will make available all relevant information via the corporate website.
- BCBC will, where appropriate, provide Routeway information to assist in pedestrian and cyclist movement to public transport interchanges.
- BCBC will extend the provision of 'real-time information' throughout the authority.
- BCBC will provide and encourage a more targeted approach to the distribution of public transport information.

### Partnership Working

- BCBC will continue active participation in local authority consortia.
- BCBC will continue, and strengthen, liaison with adjacent authorities.
- BCBC will promote greater partnership with user groups and stakeholders.
- BCBC will encourage partnership with developers, public transport operators, and other private sector interests to improve the penetration of public transport services into new developments.
- BCBC will consider and evaluate the benefits of QCs/QPs in line with national guidance.



## Appendix D – Consultee List and BABS Consultation Process

### RPTS and LABS Consultees

- \_ Bridgend County Borough Council Directorates
- \_ Bus Operating Companies
- \_ Community Transport Association Wales
- \_ Confederation of Passenger Transport Wales
- \_ National Federation of Bus Users Wales
- \_ Neath Port Talbot CBC
- \_ Network Rail
- \_ PTI Cymru
- \_ Rhondda Cynon Taff CBC
- \_ Strategic Rail Authority
- \_ SWIFT - *South Wales Integrated Fast Transit*
- \_ SWWITCH – *South West Wales Integrated Transportation Consortium*
- \_ Traffic Commissioner - Welsh Traffic Area Office
- \_ Vale of Glamorgan CBC
- \_ Welsh Assembly Government

### BABS Consultation Process

#### Introduction

To identify existing service inadequacies and network requirements, a series of stakeholder consultations were undertaken. It is important to establish at an early stage in the study the objectives and requirements of different social and economic sub-groups in the Bridgend County Borough. Furthermore, to ensure the widespread acceptance of the subsequent Bus Strategy, the inclusion of key stakeholders at an early stage and throughout the study instills an attitude of ownership and inclusiveness. The inclusion of bus operators will enhance the feeling of ownership of the strategy.

### Objectives

The central objective within these initial stakeholder discussions was to develop an overall "vision" for bus services within the Bridgend Borough area. This represents the combined appreciation and expectation of bus services, and their role within the integrated transport network of the Borough, from the key 'actors'.

This 'vision' will be reported within working papers and referred to during the design and assessment of the Bus Strategy. However, it will not in itself be a comprehensive statement of objectives, rather a top-level summary of service requirements. The establishment of such a vision will assist in targeting and designing subsequent data collection exercises, and will assist in obtaining the approval of stakeholders.

The needs, requirements and existing barriers to bus use will also be identified during these consultation exercises, for the range of locations included within the Bridgend County Borough.

### Methodology

Informal discussions were held initially with bus operating companies at the outset of the study. Representatives of the study team and BCBC were present at the meeting. This opportunity to obtain the views of operators during a single round table discussion provided an excellent base from which to undertake subsequent consultation and data collection.

Following the Inception Meeting with BCBC the following groups were consulted with as part of the stakeholder consultation:

#### ***Adjacent Borough Authorities***

Meetings were held with each of the following representatives from the adjacent authorities:

- Neath Port Talbot County Borough Council: Steve Collinese;  
Rhondda Cynon Taf County Borough Council: Adrian Morgan; and
- The Vale of Glamorgan County Borough Council: Ceri Edwards.

#### ***Chamber of Commerce***

The following individuals were invited to comment on the survey. However, despite phone calls and letters, a response was declined:

- Bridgend Chamber of Trade: G.R. Owen; and
- Porthcawl Chamber of Trade and Commerce: Colin Evans.

**Bus Operating Companies**

A meeting was set up to which the following representatives were invited;

- \_ RH & DT Edwards (t/a Bridgend Bus Company): Phil John;
- \_ GM Coaches;
- \_ Wilkins Travel: Clifford Wilkins;
- \_ Midway Minibus Coach Hire: Andrew Danter;
- \_ Bebb Travel; David Newman;
- \_ First Cymru: Colin Morris;
- \_ Shamrock Travel/Jones Motors: Clayton Jones; and
- \_ Stagecoach Rhondda.

Both First Cymru and Bebb Travel attended the meeting. The other operators declined to comment or were unable to attend. However, Stagecoach/Bridgend Buses were involved in reviewing the mystery traveller, on-bus and trip end bus station questionnaires.

**Interest Groups**

Bus Users Federation: Jim Maggs was contacted and an emailed response was received.

**Community Councils**

The following community councils were contacted and a number of written responses were received:

- \_ St Brides Minor: B.F. Butler;
- \_ Ynysawdre: C.C. Jones;
- \_ Llangynwyd: G.W. Davies;
- \_ Maesteg: J Fielding;
- \_ Merthyr Mawr: R.N. Rowe;
- \_ Newcastle Higher: J. Richfield;
- \_ Ogmore Valley: D. Byrne;
- \_ Pencoed Town: N. Davies;
- \_ Porthcawl Town: M. Richards;
- \_ Brackla: B.F. Butler;
- \_ Bridgend Town: C. James;
- \_ Cefn Cribbwr: S. N. Granville;
- \_ Coity Higher: R Alford;
- \_ Cynffig: C. Jones;
- \_ Coychurch Higher: K. Carter;
- \_ Coychurch Lower: E.L. Barnes;
- \_ Garw Valley: C.C. Jones;
- \_ Laleston: I Williams; and
- \_ Llangynwyd Lower: GW Davies



Appendix E – Press Release for BABS

**Project:** Bridgend Area Bus Strategy Job No: 27317TTW  
**Subject:** Study Press Release Date: 3 October 2001

Oscar Faber have been commissioned by Bridgend County Borough Council to undertake the Bridgend Area Bus Study. The study, which is funded by Bridgend County Borough Council, includes a range of data collection and market research exercises, leading to the design of a comprehensive bus strategy for the Borough. This strategy will form the basis of the submitted Borough Bus Strategy for 2002, and will be used in the preparation of submissions for Transport Grant and European Funding.

The study approach includes the review of the quality and performance, both actual and perceived, of bus services in the Bridgend County Borough, including those cross-border services operating to the neighbouring Boroughs of Neath Port Talbot, Rhondda Cynon Taff and the Vale of Glamorgan. The improvement of public transport services, and in particular buses, represents an important element of the Borough's Local Transport Plan objectives.

Fundamental to the study is the consideration of accessibility to bus services throughout the study area, and the extent of social exclusion in relation to cost and availability. The Borough of Bridgend is characterised by areas of diverse economic activity, high unemployment in specific areas and issues of social and economic deprivation. Oscar Faber have been given the task of formulating a comprehensive bus strategy, to assist in reducing the negative impacts of transport and enhancing the positive impacts of promoting an integrated transport system.

The potential policy and service options identified during the extensive market research exercise will be assessed using an appraisal framework based on the NATA guidance and methodology. The study is due to be completed by the end of December 2001.







## Environmental & Planning Services

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