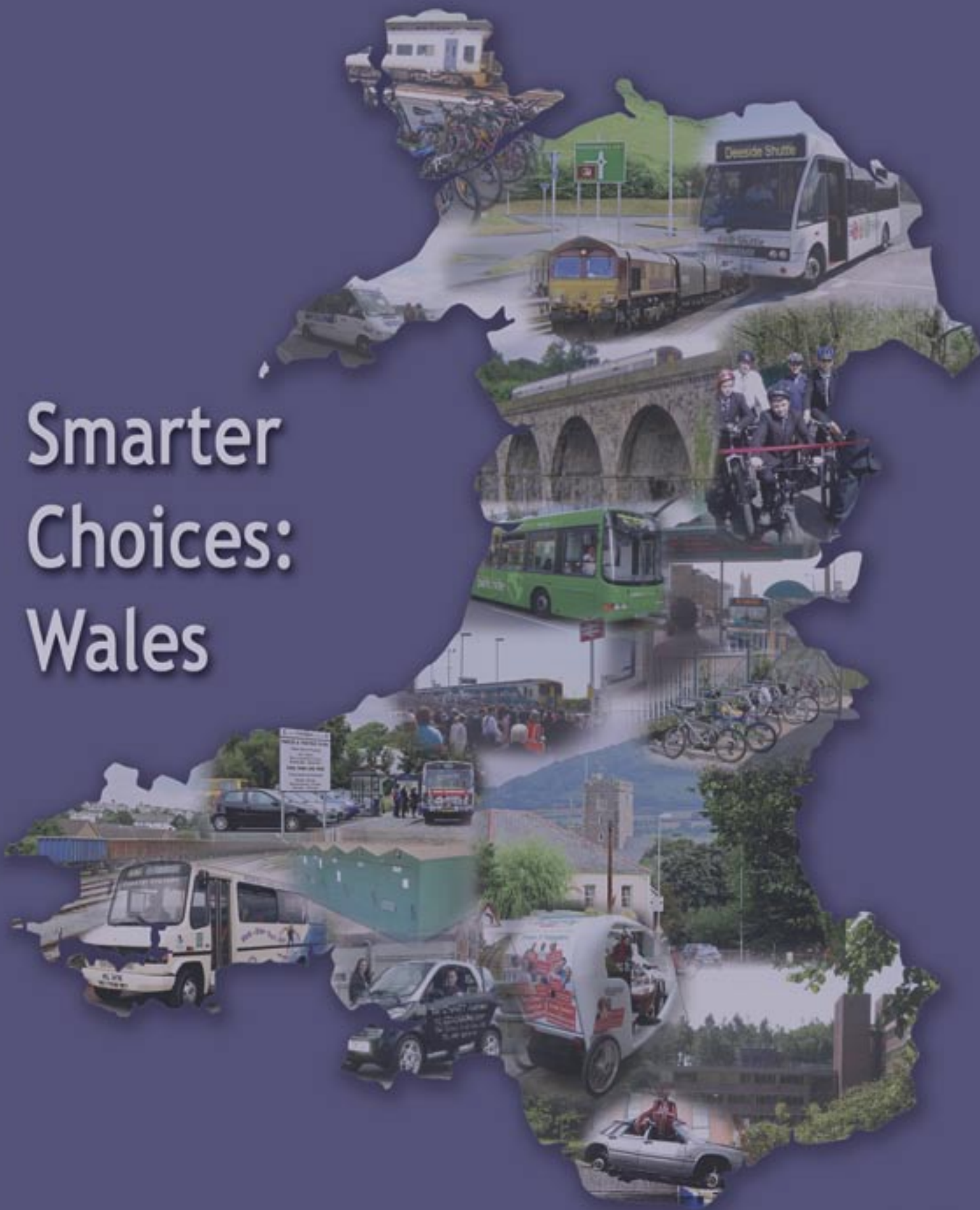


Smarter Choices: Wales



February 2007



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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Acknowledgements

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Thanks to members of the Welsh Assembly Government, regional consortia, local authorities, organisations, committees and individuals from Halcrow who have contributed to the production of this document.



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For further information on the Welsh Assembly Government's work, please contact:

Welsh Assembly Government

www.wales.gov.uk

For further information regarding Smarter Choices, please contact the relevant transport consortia:

North Wales:

TAITH

www.taith.gov.uk

Mid Wales:

TRACC

www.tracc.gov.uk

South East Wales:

SEWTA

www.sewta.gov.uk

South West Wales:

SWWITCH

www.swwitch.org.uk

Foreword

'Smarter Choices' are becoming an increasingly important element in ensuring an effective system of transport for 21st century Wales.

A first-class, integrated transport system is vital for a successful delivery of a vibrant Welsh economy with greater opportunities for all.

Smarter Choices include imaginative ways of encouraging efficient and sustainable ways of travel – measures such as planning of transport for getting to school, work and other destinations, improving travel information and communications; and using the Internet in more effective ways, such as car share schemes and teleconferencing.

These choices open up new alternatives that complement or replace more conventional ways of getting around, and discussion of their potential comes at an exciting time. The Welsh Assembly Government has consulted extensively on its Transport Strategy for Wales, and debate of smarter choices throws new light on how we balance the need for travel with promoting sustainable development and quality of life.

We are pleased to publish these proposals, which are developed in parallel with colleagues in the Westminster Government's Department of Transport and are based on extensive research, especially into the impact that Smarter Choices can have on traffic flows.

The suggestions made in this guide are intended for the consideration of local authorities and other partners throughout Wales. It is important for such measures to complement all Assembly Government policies in a joined-up way, responding flexibly to the differing needs of communities throughout Wales. We also welcome the response of all involved in shaping the future of 21st century Wales.

The challenge now for all of us is to recognise the potential benefits and mainstream them in our transport strategies in a way that contributes to greater accessibility, social inclusion and sustainability.

Andrew Davies AM

Minister for Enterprise, Innovation and Networks



Photo courtesy of Welsh Assembly Government



Introduction

One hundred years ago, cars were a novelty rarely seen on Welsh roads. Today, in contrast, we rely on them for 69% of all journeys – up from 58% fifteen years ago¹. Whilst the increase in car use has brought real benefits, it has also caused many well documented detrimental impacts such as congestion and pollution.

A set of new initiatives and techniques are now available to help influence the travel decisions people make, reduce congestion and lessen pollution. Research findings prove that they are already changing the way people travel. This guide illustrates a variety of initiatives to promote more sustainable travel patterns. It sets out what we know about these new techniques, based on case studies, and explains how they can be used to solve transport and environmental problems.

What are Smarter Choices?

Sustainable transport has never been higher on the Welsh Assembly Government's agenda. Sustainable transport modes - such as travel by train, bus, tram, taxi, bike, on foot or by car-sharing - all have roles to play in reducing the negative effects of single occupancy car journeys. Techniques to influence travel behaviour in favour of these other transport modes (known as modal shift) are collectively referred to as 'Smarter Choices'.

Smarter Choices include:

- giving people better and more focused information about their travel options;
- marketing sustainable travel options more effectively, to encourage their use;
- making improvements to the way that services are organised to ensure they

appeal to particular groups of potential customers;

- targeting transport advice and services to particular groups of the population;
- harnessing technology and facilities that reduce the need to travel.

This guide covers 19 'Smarter Choices' themes, they are:

1. *Travel Planning*

- Residential Travel Plans;
- School Travel Plans
- Workplace Travel Plans
- Personalised Travel Planning

2. *Public Transport*

- Bus
- Rail
- Taxi
- Park and ride

3. *Healthy Options*

- Walking and Cycling
- Health

4. *Smarter Cars*

- Car Clubs
- Car Sharing

5. *Technology and Marketing*

- Teleworking and Teleconferencing
- Public Transport Information and Marketing
- Travel Awareness Campaigns

6. *Tourism and Special Events*

- Tourism
- Special Events

7. *Freight and Home Shopping*

- Sustainable Freight
- Home Shopping and local produce

Why turn to Smarter Choices?

Evidence shows that these techniques can lead to modal shift, reduce the impact of traffic on the environment, ease congestion and increase the attractiveness of sustainable travel modes. The benefits of turning to Smarter Choices techniques extend from whole companies to individuals, as well as our environment.

Research² undertaken by the Department for Transport found that, if an intensive ten-year programme was undertaken, then:

- Urban peak-hour traffic could be reduced by 21%;
- Non-urban peak hour traffic could be reduced by 14%;
- National traffic volumes could fall by 11%.

For this to be achieved, every city, town and village in Wales would have to be doing as much as the most advanced schemes currently achieve. Leading authorities would have to continue to 'raise the bar' to reap all the benefits sustainable travel can give.

In the short term, some techniques are likely to give greater benefits than others. Evidence suggests that measures that change journeys to work can potentially achieve half of the overall traffic reduction. Teleconferencing and personalised journey planning could also bring about significant change. School travel plans introduce travel alternatives to the car at a young age. However, it is when all the varying techniques are used together that the greatest benefits are delivered.

Why has this guide been published?

The transport strategy for Wales, *Connecting Wales*, strongly emphasises the significance of Smarter Choices techniques. Excellent examples of the techniques in action are already evident in many parts of Wales. We want to build on these and promote further success.

This document uses Welsh case studies, along with some examples from the rest of the UK and overseas, to illustrate how the techniques might best be put into practice. It is intended that this document will support the work of transport professionals in the public, private and voluntary sectors in Wales. Smarter Choices techniques and schemes are ever changing and developing, therefore it is important that this guidance is reviewed at regular intervals.

How will Smarter Choices be applied in the future?

We know that many of the techniques are already being successfully applied in Wales. We want to ensure that where Smarter Choices techniques are appropriate, local authorities and the Regional Transport Consortia look to introduce as many of them as possible, as often as possible. We want to make Smarter Choices a key part of planning Wales' best-known national attractions, including the *Eisteddfod Genedlaethol Cymru*, events taking place at the Millennium Stadium in Cardiff, the Ryder Cup in 2010, and the 2012 Olympic training sessions planned to take place in Wales.

¹ *Welsh Transport Statistics, 2005.*

² *Smarter Choices - Changing the way we travel, DfT, July 2004.*



Chapter 1: Travel Planning

1.1 Residential Travel Plans

Residential Travel Plans seek to ensure that sustainable transport accessibility is planned in the early stages of new housing or mixed-use developments. It is an important element in creating sustainable communities.

Introduction

Successful Travel Plans will depend on a number of elements. These include:


- The design of the site. It will need to offer safe routes for walkers and cyclists based on 'desire lines'. Secure cycle parking should also be available to all residents.
- The availability of traffic-free social spaces, for example seating, children's play areas, green spaces, sports areas, allotments and woodlands.
- Compact neighbourhoods that can sustain local shops and frequent public transport.
- Easy access to schools, work, shops, post offices, healthcare, sports and leisure facilities. Ideally, some of these services and facilities should be provided on site. For employment, live/work space can be provided to facilitate homeworking and teleworking.
- Home zone elements can be considered including shared space with no distinctions between the road and the pavement so that cars do not feel they have priority over pedestrians.
- Off-site measures to include improvements at junctions serving the site. Also, improvements to nearby bus stops and access to them.
- Securing contributions from the developer to increase frequency or capacity of local bus and train services. Alternatively, securing support for the implementation of new routes and services.
- A Car Club provides the use of a car without the need to own one. Allows residents to use the most suitable mode of transport for each trip. This will lower parking and traffic levels and improve the local environment.
- Suitable parking constraints to avoid problems both on and off site.

Promotion

Initiatives

- Car parking shall be unobtrusive and not in front of houses.
- Motor vehicle circulation should be designed so that speeds are low and through traffic blocked.

- All new housing developments over 50 units should be required to prepare a residential travel plan at the planning application stage. This should describe how the number of car trips generated by the development will be minimised. There should also be a Section 106 agreement in place to guarantee that key travel plan measures will be implemented.

- 
- Introduce controlled parking zones (CPZ) where necessary. This will protect existing residents and ensure that parking from new developments does not overspill into the surrounding residential areas. Funding for this could be obtained from the developer of the new houses through the section 106 agreement.
 - Promote car-free housing where suitable sites become available. These will be within easy walking distance of shops and all necessary local facilities including post office, doctors and dentist's surgeries, library, gym, church etc. They will also have excellent existing public transport services even before improvements the developer may make. Adequate means of access and operational working space for emergency services, must be available or be provided. Enforcement measures must be installed to ensure those facilities are not used for residential parking.

Costs

- In most cases, costs should be borne by the developer.
- Local authorities may consider part-funding the following:
 - Residential car clubs for the new development and surrounding areas.
 - Controlled Parking Zones to ensure that excess parking from new developments with strict parking restraint does not overflow into surrounding residential areas.

Effectiveness

- Where parking restraint is an integral part of a residential travel plan, it can be very effective in encouraging sustainable travel. However, where parking is unrestricted evidence suggests that new developments are no more sustainable than the average.

- The most effective housing developments in encouraging sustainable travel are those which are car-free. In this case it is very important to ensure that residents still have access to all necessities and opportunities, including shops, services, schools, a range of employment, and excellent public transport services. For occasional longer trips or those where a heavy load has to be carried, a car club should be available so that residents have access to a car when they need one without having to own one. Parking requirements in such a development are very low, just a few spaces for the car club cars and for visitors. In addition, such developments offer the possibility of a greatly increased quality of life if built at sufficient scale to have car-free recreational space within them. This space encourages community life to flourish, enabling children to play in safety and neighbours to meet one another.

Running a Residential Travel Planning Campaign

1. Develop excellent public transport and community facilities or identify those places which already have this advantage.
2. Require Residential Travel Plans for large housing developments or those located in sensitive inner city sites where a large increase in traffic would have serious adverse effects. Set low maximum parking levels for such sites.
3. Ensure that the developer is aware of the elements required in a successful residential travel plan. Planning officers should ensure that all the elements have been considered before granting planning permission for the new development.
4. Where better quality walking, cycling and public transport facilities have been provided as part of a residential travel plan for a new development, local



authorities should use this as a basis for marketing and promoting work in the wider community to encourage greater use of the facilities by local residents.

5. The travel plan should include a monitoring mechanism and targets.

Where the targets are consistently unmet, the reasons for this should be determined and strategies developed to deal with them. Sanctions could be included in the section 106 agreement of the planning application to provide funding in this eventuality.

Case Study: High Royds, Leeds

- High Royds is a large new mixed-use development on the outskirts of Leeds, being built on the site of a former mental hospital. A total development area of 23 hectares is surrounded by 82 hectares of gardens, woods and other recreational facilities that will be open to residents of the wider community
- The development will consist of 541 homes (20% of which is to be affordable housing), 2354 square metres of office space, and an assisted living facility
- As a result of fears of increased traffic on the already-congested A65 corridor into Leeds, a package of measures to encourage sustainable travel has been developed and made a planning requirement through a section 106 agreement
- A network of footways and cycleways provide good links to the local centre at Menston, and to Menston station. It is possible to walk or cycle through the new development, but not to drive through
- Bus stops within the development will have shelters and real time information. Bus gates will allow access for buses throughout the site
- Once 100 housing units are occupied, a children's play area will be built
- There is space on site for a shop, part-time doctor's and dentist's surgeries, and a sports and social centre. All reduce the need to travel
- The developer has agreed to improve all the road junctions around the site including advanced stop lines for cyclists
- A free shuttle bus will operate between High Royds and Menston station in peak periods. It will run to the shopping areas of Menston and Guiseley between the peaks. Sufficient capacity will be provided to meet the demand. The shuttle bus can also be used by non-residents to reach the recreational facilities in High Royds' grounds
- The developer will contribute £300,000 towards new rolling stock to increase capacity on the railway line serving Menston station
- A car club will be established on the site and financially supported by the developer for a minimum of two years or until 200 dwellings are occupied
- Occupiers of the office space within the development are required to prepare their own travel plans to deal with transport issues for their employees
- The developer is responsible for implementing the travel plan for the first two years, after which responsibility will pass to the management company. Key decisions about the management of the travel plan are made by a residents' liaison committee
- The comprehensive package of travel plan measures outlined above is expected to reduce vehicle movements on the site by 24% from the predicted baseline figure.

Case Study: The Old Post Office, Swansea

- The Old Post Office on Wind Street in Swansea is a national award winning mixed use development of a former Royal Mail Sorting Office, partly dating back to 1860. Three new period façades have replaced an ugly post war glass and concrete frontage and restored the historic streetscape. The development includes 49 one and two bedroom flats, two cafe bars, a coffee shop and three new office suites including those of Swansea Housing Association
- The Swansea City-Wheels Car Club was set up and has operated at the Old Post Office site since 2001 and is used by both tenants and employees of Swansea Housing Association. Many of the housing association tenants do not own cars so the scheme is well used. It has given tenants access to



Photos courtesy of Halcrow

more opportunities and on average travel is now more sustainable, while business travel costs for housing association staff have fallen considerably.

1.2 School Travel Plans

School Travel Plans (STP) aim to reduce car use and promote sustainable travel for journeys to school, such as walking, cycling, bus, train or car sharing. STPs are a 'shopping list' of actions or measures for the school.

Introduction

- School travel is high on the Government agenda because too many children are being driven to school unnecessarily. There are also concerns over child obesity.
- For some parents there is no alternative to the car due to long travel distances, busy work commitments and no available public transport. However many parents are driving their children to school over short distances. Some children are driven 500 metres to school.

- A STP is an opportunity to identify and promote practical alternatives that will encourage parents to consider different ways of taking their children to school.

The Road Safety Strategy for Wales³, January 2003, explains that: *"school travel plans aim to encourage schools to identify and solve problems associated with the school journey (especially those related to safety). The plans are produced by the schools themselves and do not have to include physical measures to improve routes but instead are a 'way of living and learning'."*

The Welsh Assembly Government's Walking and Cycling Strategy for Wales⁴ advises that *school travel plans should be adopted by all schools, should be linked to the curriculum, and should be achieved in consultation with parents.*



Initiatives

Walking

- Set up a Walking Bus
- Identify and recommend safer walking routes to school – produce a safe walking route map
- Set up a 'Park and Walk' Scheme
- Hold walking events, e.g. Walk on Wednesday
- Introduce reward schemes, such as a Travel Diary
- Take part in National Walk to School Week
- Install wet weather waiting shelters
- Pedestrian training such as Kerbcraft

Cycling

- Hold Cyclewise courses
- Identify safer routes for cycling
- Install secure cycle storage
- Provide showers, changing facilities and lockers

Public Transport

- Display a public transport/school bus notice board
- Write timetables so that pupils can read them easily and make these available
- Work with bus providers to get special offers for pupils and staff
- Work with pupils on bullying and vandalism to develop a bus behaviour code
- Give pupils copies of a bus code of conduct

Car Travel

- Set up 'lift share' schemes
- Set up a 'drop-off' point away from the school gate
- Close the school car park to parents' cars
- Provide incentives for pupils not to travel by car

Raising Awareness

- Produce a travel information leaflet/pack
- Hold regular assemblies about the journey to school
- Set up a School Travel Plan information notice board
- Hold special events to encourage walking and cycling
- Educate parents to be considerate to local residents about obstructive parking

Promotion

- Local authorities to continue to approach schools (roadshows) to encourage participation in developing School Travel Plans.
- Welsh Assembly Government to set a framework for schools in Wales to prepare inter-school incentive schemes for those schools who have Travel Plans/achieved modal shift.
- Run a training programme to teach the skills needed to write a successful School Travel Plan. SWWITCH won a Welsh National Transport Award for their 'School Travel Champion Training programme' which supports 24 schools across four local authorities in South West Wales.
- Marketing - Tesco Bag for Life: Safer Routes to Schools – successful dual language marketing scheme.
- School Travel Plan Grants.

Costs

- Varies considerably depending on the school.

³ Road Safety Strategy for Wales, January 2003.

⁴ Walking and Cycling Strategy for Wales, December 2003.

Effectiveness/Benefits

- STP enhance the reputation of the school by contributing to Healthy Schools & Eco School Awards, but will also bring some of the following benefits:

For the School

- Improved safety and reduced pollution
- Reduced traffic inside and outside school
- Improved relationships with school neighbours and the local community
- Establish safer walking and cycling routes
- Provide opportunities for learning

For pupils

- Increased travel awareness
- Improved road and personal safety skills
- Improved fitness through increased levels of walking and cycling

For parents and staff

- Build links between parents and strengthen home-school links
- Reduce concerns about safety at the school gate

Running a School Travel Planning Campaign

1. Develop Safe Routes to Schools in partnership with Sustrans.
2. Offer cycling and walking training to school children through, for example, the Kerbcraft scheme for younger children.
3. Use the Healthy Schools and Eco Schools accreditation schemes to promote walking and cycling to school as healthy and environmentally friendly in lessons and assemblies.
4. Provide information for parents about the changes which are being promoted and the reasons for them. Offer parents a chance to get involved through for example volunteering to lead a walking bus or cycling train.
5. The Travel Plan should include a monitoring mechanism and targets. Where the targets are consistently unmet, the reasons for this should be determined and strategies developed to deal with them.

Case Study: Abergele Primary School Campus

- 3 Primary Schools on one site
- Surveys and mapping showed growing interest in walking and cycling
- Committee set up with representatives from residents, pupils and schools
- 50 secure cycle spaces provided at two of the schools
- Zebra crossing upgraded to a toucan crossing to allow use by cycles as well as pedestrians
- Extending cycle routes with signing and off-road routes (still underway)
- Cycling has reached 4% at Ysgol Sant Elfod and a group of friends cycle 3km to Ysgol Glan Morfa



Photo courtesy of Conwy County Borough Council

- Travel Plan and Safer Routes Officers provided the school with CDs, leaflets, posters and advice to facilitate the implementation of the School Travel Plan.



Case Study: Bassaleg Comprehensive, Newport

- Funded by Newport City Council Safe Routes to School's budget
- £2,000 spent on the production of the STP
- STP was developed to compliment and support the larger Safer Routes to School initiative
- Initial survey revealed walking and bus were the most common method of travel
- One third of respondents stated that they would prefer to cycle to school if safe and secure storage was provided
- Travel Plan was developed to compliment and support the large Safer Routes to School initiative managed by Newport City Council
- The STP was developed by a school working group, supported by the regional Travel Plan Coordinator
- The school applied for and received Safer Routes to School's funding from



Photo courtesy of Bassaleg Comprehensive School

the Welsh Assembly Government which was used for a number of infrastructural improvements in and around the school. These included:

- Secure cycle storage for up to 70 bicycles
- Traffic calming measures directly outside both entrances to the school
- Construction of a footbridge across the River Ebbw connecting the nearby towns of Rogerstone and Bassaleg.

Case Study: Rhymney Comprehensive School, Caerphilly

- School Travel Plan main objectives were to encourage pupils to walk or cycle to school to reduce congestion
- Welsh Assembly Government and other agencies funded £450,000 towards the project
- The old railway line and adjoining land was purchased to construct a safe traffic free corridor for pupils to walk and cycle along
- A bridge was constructed to cross the river and traffic calming installed on roads around the school
- Pupils were involved in the consultation and planning stages, meeting with local authority officers, taking part in on site investigation and various design work



Photo courtesy of www.snowdonia-npa.gov.uk

- New cycle path and cycle storage is well used leading to reduced congestion and increased level of cycling amongst pupil and the local community.

1.3 Workplace Travel Plans

A long term travel management strategy for an organisation or a site, built on an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys.

Introduction

- Travel Plans are tailored to a variety of workplace environments. They involve a set of initiatives and targets that bring a number of benefits to existing or proposed employment sites
- Workplace Travel Plans are not a one-off event, they are processes that change over time in response to changing circumstances
- Workplace Travel plans are either of a voluntary or conditional nature. Conditional Travel Plans are primarily enforced through regulatory controls such as planning conditions or Section 106 agreements.

Key workplace travel plan initiatives

- Travel Plan Coordinator
- New/improved public transport links to site
- Dedicated shuttle buses
- Staff induction packs
- Financial incentives – bus discounts, loans
- Annual staff travel questionnaires
- Secure cycle parking
- Business cycle mileage
- Corporate events – Sustainable Transport Days
- Car sharing schemes
- Allocated car share spaces
- Car parking charges
- Car parking restrictions – permits, parking
- Personalised journey plans, for example Modus plans.
- Travel information
- Flexible working practices
- Teleconferencing
- Monitoring and targets

Promotion

- Regional Travel Plan Coordinators to provide complimentary Travel Plan Guidance to major employers
- Regional Travel Plan Coordinators to target large employers in their particular area
- Encourage smaller companies to develop Travel Plans through partnerships with similar, local firms
- Encourage employees to share best practice on operational issues
- Grants to be available to businesses – especially small and medium enterprises to encourage development of Travel Plans. Transport consortia to encourage Travel Plans by holding workshops to explain the process. For example, SWWITCH holds several Travel Plan Writing Workshops each year
- Commuter Clubs to encourage travel coordinators to share information and ideas. These can be for similar types of businesses over a region or a cluster of different companies in a particular area
- Development control to review all planning applications in order to ensure Travel Plans are requested for new industrial and commercial development or re-developments
- Welsh planning framework to support the need for Workplace Travel Plans
- Supplementary planning guidance to help companies prepare Travel Plans
- Annual Workplace Travel Plan award schemes for companies in Wales. In the SWWITCH region for example, at the Travel Plan Conference in February 2006, 16 companies achieved a Bronze award and one company achieved a Silver award.

Costs

- Costs are very site specific and depend on the scale of the company
- Local authority case studies spend between £2 - £4 a year per employee.



Effectiveness/Benefits

For Companies:

- Cost savings – business mileage etc
- More effective management of site facilities
- Reduced congestion on site
- Reduced car parking demand
- Improved corporate image
- Improved relationship with local community
- Improved staff productivity
- Improvement in staff recruitment and retention
- Improved performance against environmental management policies, Investors in People and other personnel investment policies

For Employees:

- Improving staff travel choice
- Improving health
- Cost and time savings
- Reduce stress
- Improve quality of life
- Improve social interaction – bicycle user groups etc

Key to successful Workplace Travel Plan

- Need senior management support and commitment
- Essential to carry out a detailed initial survey to establish baseline travel data
- Clear objectives providing focus and direction
- Include a comprehensive package of measures (carrots and sticks)
- Allocate staff time to develop Travel Plan – including a Travel Plan Coordinator
- Involve staff to create motivation and enthusiasm
- Include extensive marketing of the Travel Plan and the incentives
- Set clear targets, with specific dates for achievement
- Establish monitoring procedures, including who is responsible for the monitoring
- Ensure that results are disseminated to staff to show progress.

Case Study: Transport Information Room, Cardiff County Council

- Designated room to inform staff of travel choices
- This room contains a variety of useful information including:
 - Large cycling and walking maps highlighting designated routes
 - Selection of bus/train/traveline/tips to healthy living leaflets
 - Flat screen computer with information on sustainable transport



- and links to traveline and other useful sites
- Free phone that is linked to various taxi numbers in the area.

Case Study: Dunbia (formerly Oriel Jones & Sons), Llanybydder

- Food processing company. 324 members of staff. Travel Plan introduced in 2004
- Initiatives: Same shifts for staff who car share, cycle bay area at the front of the factory, shower facilities, lockers, car sharing scheme, video conferencing, travel information
- Working with Modus
- Car use reduction target of 20%
- Travel Plan proven to have reduced staff car use
- Between 2003-04 car use reduced from 89% - 80%, car passengers increased from 2% - 7%. Walking and cycling have also increased
- Video conferencing very successful – unit has already paid for itself with the reduction in travel.

Case Study: NHS Trust, Swansea

- First Travel Plan prepared 2001-02. Revised issue to be launched summer 2007
- Plan covers four hospital sites, with particular focus on two sites with the worst congestion and low availability of parking
- Dedicated Travel Plan Coordinator
- Targets set to reduce staff travelling by single occupancy car to the two acute sites
- New area wide car sharing database 'Sswitch2Share' launched at various large organisations including the Trust
- Incentives for car sharers include half price car parking and regular car sharing events in staff canteen
- Reserved spaces for car sharers in areas close to staff departments
- Site specific transport guides at each site, detailing bus, car share and community transport information. Hospital staff were also provided with Modus personalised journey planners. Modus analysis helped the case to



- reinstated a withdrawn bus service which was found to be useful for public transport accessibility
- Improved shower, cycle parking and changing facilities and signage at all sites in partnership with local councils, Sustrans and Sports Council Wales
- Trust takes part in national cycle events
- Bi-monthly travel newsletters
- Travel Plan presentation included in staff induction programme
- Future initiatives include discounts for staff on bus tickets, cycle/equipment purchases and gym memberships
- Plans also include a staff shuttle bus service from three NHS sites to local park and ride sites.



1.4 Smarter Choices: Personalised Travel Planning

Personalised travel planning uses targeted marketing techniques to encourage people to travel more sustainably. Personal contact with participants emphasises the positive aspects of sustainable transport modes. Relevant and personalised packs of information and incentives make changes as easy as possible. Participants feel that someone cares about whether they succeed or fail.

Introduction

- Personalised travel planning recognises that people's travel needs and constraints are different. Some needs might be met by a bus service, others might not. Participants are encouraged to make changes where they can and to use the most sustainable mode that is practical for each journey.
- Some element of personal contact should be made with everyone in the target group of potential participants. This can be by letter, email, telephone or visit.
- Only those people who express willingness to participate in the scheme should be targeted with information and incentives, although others can form a control group for monitoring purposes.
- High quality information and incentives to use sustainable travel modes should be provided. The choice of items can be made through an understanding of each individual's travel needs determined through a survey. Alternatively, participants can be asked to choose from an order form of available items.
- Examples of incentives could be a free bus pass, free hire of cycling equipment, or a car-sharing scheme with guaranteed ride home in the event of an emergency.
- Incentives should be in place for at least one month, to recognise that most people will need time to consider and then make changes in their travel behaviour.
- Following the intervention period during which incentives are provided, monitoring should be carried out to determine how much modal shift has occurred, and this should be repeated later to test the long term benefits.

Case Study: Modus

- Modus is a journey planning tool developed by PTI Cymru. Modus plans are free for any organisation in Wales, and give public transport journey options for each employee to travel to work (or for each student to get to school/college) at the appropriate times. Plans are printed out and distributed or sent to each person. Amongst the organisations which have received plans are British Gas and Swansea Stadium



- Modus is the first scheme in the UK to offer free personalised journey plans. It was awarded two National Transport Awards by the Chartered Institute of Logistics and Transport (CILT) Cymru for work carried out in Pembrokeshire and, together with SWWITCH, South West Wales

Continued

- Where public transport journeys are not available or take too long, Modus can be used to identify gaps in public transport service provision, and can be used to determine route and time changes which would enable a greater number of people to use the services. Two examples where this has been used are Swansea Enterprise Park and Cardiff Gate Business Park
- Modus plans are often produced and distributed as part of a travel plan, so that everyone knows the public transport options available to them. It has also been used to plan and encourage sustainable travel for special events.

Promotion

- Build on the success and the experience of the five Welsh personalised travel planning pilots
- Promote larger-scale schemes, with larger target groups and more active participants, to bring about economies of scale and increase the benefits
- Combine personalised travel planning with physical infrastructure or operational changes such as new or improved bus routes, or a new or re-developed employment or housing area
- Build effective and comprehensive monitoring programmes into all future schemes, so as to quantify the benefits and justify public expenditure
- Recognise the local regeneration benefits of personalised travel planning in encouraging people to use local shops and businesses instead of travelling out of town
- Promote, and seek to improve further, the Modus personalised journey plans provided by PTI Cymru.

Costs

- Large-scale schemes have cost between £15 and £55 per person targeted and between £30 and £240 per participant
- In general, the larger the number of people targeted and participating, the lower the per-person cost. Savings can for example be made by producing materials in bulk or employing dedicated staff
- Some local authorities have estimated that very large scale personalised travel planning schemes could cost as little as £10 per person.

Effectiveness

- Worldwide experience suggests it is possible to cut car use by 7% to 15% in urban areas, a bit less in rural areas. To avoid the freed road capacity being filled by other traffic it is advisable to reduce the road space at the same time, for example by building bus lanes.
- Welsh experience in the pilot schemes suggests a car use reduction of 36.5% to 55%, amongst a small number of project participants.



Running a Personalised Travel Planning Campaign

1. Select a target group of at least 1,000 people to be approached as part of the travel planning campaign. These could be in a well-defined residential area or a large business or group of businesses.
2. Make personal contact with everyone in the target group, initially by letter or email, then follow up with a telephone call or visit.
3. Identify a participant group (people who are willing to try alternatives to their car) and a control group, who will only receive surveys.
4. Carry out an initial survey to find out current weekly travel patterns, including origins and destinations of trips, and transport modes used.
5. Develop a set of appropriate information and incentives to offer based on the results of the survey.
6. Offer participants a choice of information and incentives, tailored to them.
7. Deliver the chosen information and incentives to each participant.
8. Give sufficient time for participants to consider and make changes in their travel, at least one month.
9. Make personal contact with participants part way through the intervention period, to encourage participants to continue with changes made, and to identify particular problems and encourage participation from those who have not yet made any changes.
10. Monitor the results of the campaign using travel diaries and/or surveys, including follow-up surveys of the target group one or more years after the intervention to determine the long-term effect.

Case Study: Office of National Statistics and Patent Office, Newport

- The SEWTA (formerly TIGER) regional transport consortium in South-East Wales implemented a personalised travel planning pilot scheme at the Office of National Statistics and the Patent Office at Tredegar Park just outside Newport. Car driving employees who joined the scheme were given information and incentives to help them to use an alternative mode of their choice, either walking, cycling, car-sharing or public transport
- Participants who chose public transport were offered discounted bus tickets and a Traveline Cymru Modus personalised journey plan for their journey from home to work. As a result of the interventions bus use rose from 0% at the start to 5% in the first phase of the scheme, and to 10% in the second phase



Photo courtesy of Halcrow

- Scheme participants were closely monitored using travel diaries and questionnaires. They were also provided with support in the form of an email helpdesk and weekly surgery sessions. The result of all these measures was an excellent 36.5% reduction in single occupancy car use, which was maintained even when the incentives were taken away. The total cost of the scheme was £36,000. The scheme was awarded a CILT Cymru Welsh National Transport Award.

Case Study: “Gopher” in North Wales

- The TAITH regional transport consortium in North Wales developed a web-based personalised travel planning scheme called “Gopher” aimed particularly at access to education and employment, and marketed through Job Centre Plus, schools, colleges, universities and workplaces. A strong and memorable brand was developed, and personalised packs of travel information were sent out to those



who requested them. The information packs were personalised by the inclusion of a Traveline Cymru Modus personalised journey plan

- The total cost of the scheme was £50,000. The scheme attracted a very large number of participants (2,500) and cost £20 per participant to run.



Chapter 2: Public Transport

2.1 Smarter Choices: Bus

The Bus is an effective mode of transport for many journeys in both urban and rural areas of Wales. Over the past few years there has been considerable investment in new, low-floor easy access buses in many fleets across Wales. Combined with improved marketing, revamped networks and the introduction of the Welsh Assembly Government's free concessionary travel scheme for elderly and disabled people, this has helped to turn around the long-term decline in bus passenger journeys. The Bus is recognised as an increasingly cost effective and attractive alternative to the private car for more journeys, and is a vital component in public transport strategies throughout Wales. Effective bus services can also help to reduce social exclusion.

Introduction

- Buses are the most used public transport mode in Wales, accounting for 84% of public transport journeys to work, or 5.3% of all journeys to work.
- Recent improvements in the quality of buses and bus stops have halted the long term decline in bus use, which has been at the same level in Wales for the past few years, at around 110 million passenger journeys per year.
- Innovative new developments in buses in recent years have included low floor buses and raised kerbs to enable level boarding, Real Time Information systems and demand-responsive bus services.
- Future developments may include optically guided buses and articulated buses that operate more like tram services, for example the innovative StreetCar vehicle which is planned for the Swansea Metro service.

Initiatives

Vehicles

- New or upgraded vehicles
- Easy access, low floor buses

Infrastructure Improvements

- Bus Priority Measures (for example Bus Lanes, Bus Gates)
- Bus Shelters
- Raised kerbs at stops
- Provision of bus stations/interchanges
- Park and Ride

Information/Ticketing Improvements

- Concessionary fares for over 60 and disabled people
- Real Time Information systems
- Improvements to on-line passenger information
- Provision of improved timetable and ticketing information
- Audible and visual on-board announcements (for example, TrawsCambria)
- Through Ticketing

Marketing

- Revised networks
- The Traveline Cymru Modur journey planning tool
- Strong branding e.g. *Cardiff Overground/Go2 Cwmbran/Caerphilly Kickstart*
- Simplified, improved ticket ranges
- Increased frequencies and the development of consistent headways

Demand-Responsive Services

- Demand-responsive bus services usually run a core route but can vary the route or times to better serve the actual needs of passengers on the day
- Satellite tracking technology, bus routing software and on-screen information in call centres and on buses themselves enable demand-responsive services

- Community transport services provide a lifeline for often elderly or disabled people who are unable to use conventional public transport
- Services are provided either by contract to a bus operator, or often by local voluntary organisations
- Community transport can also provide a cost-effective and flexible alternative to conventional buses, especially as feeder services linking to a core bus network.

Community Transport

- Car sharing schemes, group hire minibuses and community bus services
- 15 demonstration projects are piloting a range of models for improving access for severely disabled people in Wales.

Promotion

- Develop quality bus networks that meet a wide range of needs whilst maintaining good service frequency and reliability whilst remaining coherent and easy to understand.
 - Invest in a quality waiting environment at bus stops and stations, including the provision of waiting shelters, clear timetables, and real-time information where possible.
 - Use all sustainable transport events as opportunities to promote the quality bus routes that exist. Consider incentives to encourage people to try the buses after improvements are made.
 - Continue to promote and support Demand Responsive Transport for access to employment areas. The Deeside and Wrexham Shuttles receive substantial revenue funding from the Welsh Assembly Government.
- Consider rural Demand Responsive Transport to serve communities not currently served by public buses or to more efficiently and effectively serve those that are.

Costs

- The Caerphilly Kickstart scheme increased service frequencies and introduced new low-floor buses throughout Caerphilly, for a total cost of £1.5 million.
- The Pembrokeshire Coastal Bus network costs £25,000 per year in subsidies to run. The initial vehicle purchase was funded using Environment Development Fund (EDF) revenue from a Local Transport Services Grant. There are approximately 50,000 passenger trips on the network each year (spring and summer).
- The Deeside Shuttle demand-responsive bus service was provided with a total of £1.4 million of Transport Grants by the Welsh Assembly Government, with an initial grant of £400,000 for the purchase of three 16-seater Alero buses. The service costs around £550,000 a year to operate.

Effectiveness

- Following Caerphilly Kickstart which increased bus frequencies and introduced new low-floor buses, passenger numbers increased by 20% in the first year against a target of 10%, and the scheme has already exceeded the growth target of 22% by 2007.
- The Deeside Shuttle demand-responsive bus service has been very successful. From a low base of just 31 people (out of 10,000 employees) using public



transport to get to the Deeside Industrial Estate before the Shuttle service was introduced, by June 2004 the new demand responsive bus service was carrying 1,200 passengers per week. The enormous success of the service has since led to the purchase of a further 3 buses, each with 23 seats. It has also had major social inclusion benefits, and an estimated 75 people now work in the Deeside Industrial Estate who would not have been able to do so without the demand-responsive bus service.

Running a Bus Promotion Campaign

1. Before starting to promote an existing or new bus service, it is important to conduct a survey to determine if the current bus service network meets current needs. Often bus networks remain based on historical residential and work locations and travel patterns. The survey should also be used to determine the bus service speed and frequency which is likely to lead to modal shift from private cars.
2. Where the buses serve an urban area with congested roads, seek to improve bus priority on congested corridors to enable the service speed determined as optimal in the survey. This may include bus lanes, bus priority at junctions or bus gates to enable buses to use road links closed to other traffic.
3. Ensure that waiting facilities are of good quality, maintained and safe. Where appropriate, improve stops with raised boarding kerbs, waiting shelters, lighting, real-time information systems and CCTV. Include an easy to understand timetable and route map, and/or information about the Traveline.txt service.
4. Use modern buses with low floor access where possible, keep them well maintained and clean.
5. Design a leaflet about the new or improved bus services, showing the route map, a summary of the services in an easy to understand format, with pictures to show the quality of the bus stops and vehicles. Highlight any special features of the service and the bus, for example CCTV, raised kerbs, or audible and visual on-board announcements (as used on TrawsCambria services). Include the Traveline Cymru telephone number and Traveline.txt. Also provide details about the fares, including concessionary fares, season tickets and discount cards if available.
6. Deliver leaflets to households and businesses on the route, and also to libraries, tourist information centres etc. Consider offering households free or discounted trial bus tickets. Publicise the buses in the local press and radio if there have been step-change improvements to ensure that as many people as possible are aware that the buses have improved.
7. Monitor the usage of the buses to judge the effectiveness of the changes, and make alterations to the services if they are found necessary.

Case Study: Cardiff Real Time Passenger Information System

- The system has been extended city wide. Currently approximately 250 buses and 450 shelters are equipped with visual displays. The capital cost was approximately £3 - £4 million
- The system uses electronic signs in shelters to provide information on predicted waiting times. The signs use high visibility LED displays which provide information in English and Welsh. In association with the Cardiff Institute for the Blind, key fobs have been distributed. These key fobs can be used at stops to trigger an audio announcement
- The system uses GPS satellite technology to track the buses. This is also used to provide intelligent bus priority. The on-bus equipment transmits details to a central computer



Photo courtesy of Halcrow

which is updated at regular intervals. On the approach to a junction the bus is registered and the on bus computer checks the schedule and determines whether the bus is on time, early or behind schedule. If priority is required, a second on-bus unit sends a message to the signal controller, which is connected to the SCOOT Urban Traffic Control system. Depending on demand, the SCOOT system will give the bus priority.

Case Study: Tawe Taxibus Service

- The Tawe Taxibus Service was developed by a partnership of Powys County Council, the local transport forum, and private enterprise. It serves residents in the Pen-y-Cae and Ystradgynlais areas in the Upper Swansea Valley, and will provide travel to the local health centre, the supermarket, and Glanrhyd Hospital amongst other places
- The bus runs exclusively on demand, and can be booked as little as 2 hours ahead. The savings made by only running the bus when required will enable service to be available from 9am until late in the evening
- The bus was provided by Powys County Council while the service is operated by Rob's Mini Bus Hire of Ystradgynlais.

Case Study: Concessionary Fares

- The Wales free concessionary travel scheme for elderly and disabled people was launched in 2002 and allows pass holders (and, where necessary, escorts of disabled pass holders) unrestricted free travel on the bus network. Unlike previous schemes, pass holders are able to travel anywhere in Wales instead of being restricted to travel within their local authority area of residence

Continued



- The scheme has, in many areas, reversed years of decline. As a result many bus operators have increased frequencies on key services and invested in new low floor easy access buses. For example, Stagecoach doubled the frequency of the X4 between Merthyr Tydfil and Cardiff from every 30 minutes to every 15 minutes to meet demand
- The Welsh Assembly Government has also provided capital grants to local authorities for the purchase of smartcard reading equipment for bus operators and associated equipment for the local authority
- The Welsh Assembly Government has recently begun pilot schemes in Bridgend and North East Wales (the combined area of Wrexham, Denbighshire and Flintshire) to test the practicality and affordability of a half-fare scheme for 16 to 18 year olds on buses. The pilots will run until

31 March 2008, when their results will be assessed. It is hoped that they will improve access to education, employment and leisure

- In April 2006 the Welsh Assembly Government funded a week-long free bus travel initiative in rural West Wales on four Traws Cambria bus routes running to the south of Aberystwyth. The X40 and X41 to Carmarthen, and the X50 and X550 to Cardigan. The Welsh Assembly Government provided £25,000 funding to the bus operators to cover the loss of revenue. During the free travel week, bus passenger numbers were up by between 20% and 45% on all the routes. Traffic counts were made at Rhydyfelin on the road south of Aberystwyth, and the number of private cars was found to be 3.5% down on the week immediately preceding the trial, and 7.5% down on the average of the two weeks before and after the trial.

Case Study: The Shuttle Bus

- The Deeside and Wrexham Shuttle is a commuter service designed to get you to and from work quickly and comfortably with the added flexibility of a pick up where you want, when you want
- Deeside Industrial Estate was developed to provide employment in the area after 7,000 jobs at Shotton Steelworks were lost in 1976. However, the Industrial Estate was not well served by public transport, and by 2000 there were only 2 commercial bus trips per day and an occasional tendered service. As a result, only 2% of trips were made by public transport, and many companies on the estate found that accessibility was a major problem in recruiting new employees, particularly where shift work was involved



Photo courtesy of Flintshire County Council

- Flintshire County Council undertook a number of studies to identify a solution to the problem of providing attractive public transport services to a scattered industrial estate drawing employees from a wide area. It seemed that Demand Responsive Transport (DRT) could deal with specialised accessibility issues in urban areas
- The service was launched in 2003, with three 23-seater buses purchased by Flintshire County Council and operated by Arriva

Continued

- Users of the Deeside Shuttle register free of charge for the service, and then make single or block-bookings by phone or email. A single journey costs £1, with a week's unlimited travel costing just £5. Payment can be made through payroll deduction. Services run on demand 24 hours a day 7 days a week. During periods of lower demand, particularly overnight, the Shuttle service may use a taxi displaying the Deeside Shuttle logo, though the fares remain the same
- The service has been a tremendous success and has subsequently been expanded in area and in the number of vehicles. There are now 7 vehicles operating to meet user's demands. Before the shuttle service was introduced, Deeside Industrial Estate had a very low baseline of 27 public transport trips a day. From the first week of operation the number of trips has shown a steady increase.

When running at maximum capacity, the shuttle saves 2,200 car journeys per week. A 2004 survey of Shuttle users showed that 77% of users had previously commuted by car, 44% of travel is outside normal 9-5 hours, and 94% are satisfied with the service, 76% very satisfied

- The Shuttle service costs £556,063 per annum to operate, and generates revenue of £69,000. It has a range of non-monetary benefits, including improved employment access, social inclusion, road safety, and better public transport links. With future expansion and improved linkage with other modes of public transport it is hoped that the shuttle could eventually save 24,000 car journeys per week and reduce net carbon emissions by 22 tonnes a year
- The service has expanded it's recent route and now covers Deeside and Wrexham Industrial Estates, Holywell and Buckley.

2.2 Smarter Choices: Rail

Rail is an effective mode of travel for most trip purposes in both urban and rural areas of Wales. Recently, lines and stations have been improved and there has been a community-led renaissance on rural and local railway lines in Wales. Rail features as a key component of regeneration strategies in some areas.

Initiatives

Rolling Stock and Track

- New or upgraded rail rolling stock
- Improved track and signalling
- Improved safety

Station Improvements

- Improvements to stations in North, Mid and South Wales

- Provision of facilities to promote and support integration including car and bus based park and ride, provision of bus stops and taxi or community transport facilities at stations
- Improving accessibility particularly for elderly and disabled passengers
- Provision of new and improved waiting facilities
- Improvements to on-line passenger information
- Provision of improved timetable and ticketing information
- Improvements to promote safety and security of passengers
- Provision of real time information
- Provision of cycle lock up facilities
- Improved CCTV at stations
- Installation of CCTV on board all Arriva Trains Wales trains
- Joint funding with Arriva Trains Wales and British Transport Police for 21 Police Community Support Officers



Line-specific marketing and advertising by rail operators

- Developing and rolling out line-by-line specific marketing and information campaigns to generate greater awareness and take up of services
- Developing line-specific ticketing initiatives
- Plus Bus ticketing arrangements

Community Engagement

- Setting up community rail and station partnerships specifically to bring the wider community (including local authorities) and the railway network closer together to foster greater use and a greater sense of ownership of rail services and facilities by existing and new users
- There are currently five community rail partnerships in Wales that support local lines and stations.

Promotion

- Encourage the formation and development of community rail partnerships to find ways to improve rail services and stations which meet local needs, are commercially viable for the private rail operator, and meet sustainable transport objectives.
- Develop high quality information resources including timetable leaflets, guides to particular railway lines or localities, and leaflets about walks which can be accessed by train.
- Market and promote existing initiatives such as the Freedom of Wales Flexi-Pass, which offers unlimited off-peak train and bus use during a fixed period.
- Advertise the use of Plus Bus which is available in 25 Welsh towns and cities. Plus Bus provides the opportunity to buy rail and bus tickets together in one transaction. www.plusbus.org.uk

Costs

- In general, the development of railway infrastructure is very expensive, for example the reopening of the Vale of Glamorgan line to passengers cost a total of £17 million, so effort should be made to gain the maximum advantage from any new lines, new or improved stations or additional rolling stock, by conducting comprehensive marketing campaigns.
- Some rail improvements can be achieved at minimal cost. An excellent example is Arriva Trains Wales' "Adopt a Station" initiative which encourages local people to take an interest in their station, for example by maintaining the gardens, keeping the station clean, or reporting vandalism. This initiative leads to much improved station environments which are more attractive places to wait for a train, but the costs to Arriva are very low, as work is done by volunteer station adopters who are offered free tickets as an incentive. Another example of encouraging low cost improvements to rail lines and services is the work of the Community Rail Partnerships.

Effectiveness

- Passenger numbers on the Chester to Shrewsbury have doubled during 2003/2004 and increased by 300% since 1999.
- Through the work of the Community Rail Partnership, and funding from the Welsh Assembly Government, the Heart of Wales line now has two trains a day each way on Sundays, which are well supported.
- Longer trains are now possible on Valley Lines services following platform lengthening works. Furthermore, the Vale of Glamorgan railway line from Barry to Bridgend was reopened on 12 June 2005 offering rail service to Rhoose Cardiff International Airport and Llantwit Major.

Running a Rail Promotion Campaign

1. Ensure high quality station environment, on-train environment and services.
2. Design new high-quality timetable and information leaflets, ideally specific to each origin and destination station.
3. Deliver appropriate leaflets to households (origins) and businesses (destinations), together with vouchers for discount tickets.
4. Monitor before and after to determine the effects.

Leaflets:

- Show the number of car parking spaces, cycle parking spaces and type, disabled accessibility, staff and ticket office hours, whether the station has CCTV. Include a picture of the station

- Full timetable of all direct trains to and from the station and best connections if appropriate
- Describe the health benefits of cycle/walk to station and train combination
- If the performance figures for the line are good, quote them
- Give some example fares, information about season tickets and railcards
- If applicable, introduce the community rail partnership, Adopt-a-Station and Station Host (to make the station seem friendlier and more approachable).

Local Press:

- Article and vouchers in newspapers, local TV news piece especially if innovative.

Website:

- Click on a station or input postcode for details of the nearest station, its facilities and the pattern of train services.

Case Study: Vale of Glamorgan Line Reopening

- The Vale of Glamorgan line from Barry to Bridgend closed to passengers in 1964. The line remained open for freight and diverted passenger trains. Since that time Cardiff International Airport has developed close to the line and the towns and villages on the line have grown in population, and calls for the line to be reopened for regular passenger trains have increased
- In June 2005 a regular passenger service was restarted. The work cost £17 million, supported by the Welsh Assembly as part of the 5-year £300 million package of transport spending. This work included the reopening for passenger trains of 18 miles of track, including some new track, two new stations at Rhoose and Llantwit Major, extra signalling to increase capacity on the line, extra safety measures at pedestrian crossings, and a reinstated bay platform at Bridgend



Photo courtesy of Transport Briefing

- The formal reopening of the line was on Friday 10 June 2005 and regular passenger trains restarted on Sunday 12 June. There is an hourly service in each direction Mondays to Saturdays between Bridgend and Cardiff, with most trains continuing through Cardiff to/from Merthyr Tydfil. The journey time by train from Llantwit Major to Cardiff at 42 minutes, compares very favourably with the bus service which takes 1 hour 11 minutes to Cardiff Kingsway. The journey time to Bridgend is just 16 minutes

Continued



- Rhoose station also serves Cardiff International Airport, with a shuttle bus linking the station and the airport terminal. The journey time by train from Rhoose to Cardiff is 31 minutes, or 27 minutes to Bridgend
- Freight trains continue to use the line, mostly at night, serving the Ford plant near Bridgend and the coal-fired power station at Aberthaw
- The new passenger service has proved popular. Approximately 170 passengers a day travel from Llantwit Major in the Cardiff direction, and

a similar number in the Bridgend direction. Approximately 130 passengers a day travel from Rhoose in the Cardiff direction, and 60 in the Bridgend direction. On the busiest trains up to 50 people on average board or alight at Llantwit Major, and up to 30 at Rhoose

- Over the whole Valley Lines and Cardiff local rail network the number of passengers carried on trains increased by 62% between 1998 and 2004 and this trend is expected to continue.

Case Study: Chester to Shrewsbury Railway line and Ruabon Station Initiative

- In December 2005 Arriva Trains Wales introduced a dramatically improved timetable on the Chester to Shrewsbury line, with eight additional trains at some stations, and a through train between Holyhead and Cardiff every two hours in each direction
- Over half a million pounds has recently been invested in improvements to Ruabon Station on the Chester to Shrewsbury Railway line. Funding has come from a variety of sources including Wrexham County Borough Council and the TAITH, the Regional Transport Consortium for North Wales
- The investment was taken forward as a co-ordinated development plan and buses are now able to access the station forecourt, whereas previously the nearest drop off point was some 150 metres away from the station. This greatly improves opportunities for improving integration and creating



seamless journeys. Negotiations with the bus operators have resulted in three services calling at the station, two of which serve the local area and one provides connections to communities over a wide area including Barmouth, Llangollen and Bala

- Access improvements include the provision of ramps as an alternative to stepped access, while improvements to the car parking facilities have encouraged new passengers from outlying areas to travel by rail
- The Chester to Shrewsbury line is becoming increasingly popular, with passenger numbers doubling since 2003/2004 and increasing by 300% since 1999.

Case Study: Adopt a Station Scheme in Wales



- The scheme has already been successful at over 90 stations throughout the Arriva Trains Wales network with the British Transport Police reporting a drop in anti-social behavior at some stations. The initiative is all about encouraging local people to take an interest in their local station
- Station 'adopters' carry out regular spot checks relating to the tidiness and cleanliness of station in addition to those already undertaken by Arriva Trains Wales. Any issues that may need addressing are then passed on to local station managers and in return, 'adopters' are offered travel vouchers for use on the Arriva Trains Wales network
- The Friends of Chirk Station for example are a community group committed to improving the station and gardens. Working closely with the Chester-Shrewsbury Partnership their first project was to brighten up the station with new fencing and planters sponsored by local businesses and major employers including Cadbury Trebor Bassett.

2.3 Smarter Choices: Taxi

Taxis are especially useful in many rural areas where bus services can often be sparse, and also for journeys outside the normal operating hours of bus services. Shared taxis can be used for demand responsive transport where the demand is not great enough for a bus. Other vehicles can also be used for taxi services including cycle taxis and water taxis.

Introduction

- Taxis are a very widely used form of transport in the UK, accounting for a total of 650 million journeys a year. Taxis are popular because they operate at times when other forms of public transport are unavailable and provide a door to door service, which fixed-route public transport does not offer. Households without a car often use taxis for journeys where heavy shopping or luggage has to be carried, which would be difficult to take on the bus. Taxis are also used by disabled people who find it difficult to walk long distances.
- Unavailability of suitable transport is a social excluding factor that impacts frequently on the 'weakest' people in society: the poor, the disabled, the ill, the under-skilled or the geographically disadvantaged. The continuing increase in dependence on the private car for transport needs is unsustainable and economically unacceptable and excludes significant numbers of citizens in socially deprived areas. Taxis including shared taxi services can be very effective in reducing this social exclusion.
- Taxi services are used extensively in the more rural areas of Wales for school transport including for pupils with special educational needs, and for social services transport.
- Local authorities in partnership with taxi companies can develop shared taxi services, particularly in rural areas where there is no direct competition from a commercial bus operation. Shared taxis often run at particular times with a fixed fare much like a bus service. Alternatively, they can be booked ahead as a demand-responsive service. In either case, they can be much more flexible



than a conventional bus service, taking people much closer to their homes.

Promotion

- Local authorities can help to promote shared taxis by conducting surveys to find out where the demand exists for such services and by drawing the possibilities to the attention of the taxi and private hire vehicle trade. They can also set up special ranks from which shared taxis can operate at key locations, for example town centres or shopping centres. A likely future development is TaxiBUDI from liftshare.com, which will match taxi journeys in the same way that their car-share software does.

Costs

- Pembrokeshire County Council spends around £700,000 a year providing small minibuses and taxis to transport about 300 Special Educational Needs pupils.
- Cardiff Ad-Bikes each cost £2,000 per month to run, but these costs are covered by advertising revenue.

Effectiveness

- In Conwy, taxis have replaced buses on two bus routes where demand is low and roads are narrow. These vehicles are more effective at meeting the local needs, and the costs to the local authority are also lower than for running buses.

Running a Taxi Campaign

- Conduct a survey to determine the social transport needs in an area.
- If the demand is not concentrated enough to be effectively served by a regular bus service, approach taxi companies to develop a shared taxi or taxi voucher scheme.
- Where appropriate, consider setting up ranks for shared taxis at bus stations, shopping centres, hospitals etc. to effectively serve the transport needs that were identified in the survey.
- Ensure that local people are aware of the new services on offer and their cost, using local newspapers, radio and websites, and possibly leaflets through people's doors.

Case Study: Cardiff Ad-Bikes Velo Taxis

- Cardiff Ad-Bikes are high-tech cycle taxis which operate from stops in Cardiff city centre, at Central Station, Queen Street Station, and at the old library visitor centre by the Hayes. The taxis are free to use, being funded by advertising on the back and sides of the vehicles. They can fit two adults, one child and a small amount of luggage
- 7 vehicles are in service out of a planned total of 20. They operate under pedal power with electrical assistance if needed, and can take people anywhere in the city centre, or further on quieter days. The service operates Monday to Saturday 10am



Photo courtesy of Halcrow

- 5pm or 11am – 6pm
- The running costs of £2,000 per vehicle per month are covered by the advertising revenue. The taxis are popular with advertisers as they are so unusual that people turn to watch them going past
- The operators say that less able bodied and blind people have found the service particularly useful.

2.4 Smarter Choices: Park and Ride

Park and Ride services encourage people to drive to an easily-accessible edge-of-town location, park and catch a regular fast bus or train service into the town centre, instead of driving all the way into the town centre, therefore reducing congestion and pollution in the town.

Introduction

- The location of Park and Ride facilities should be convenient for the user and be visible from the main roads. In addition, sites should be well signed with easy access.
 - The location of the site should also ensure that customers do not perceive that their journey time has been extended.
 - The access and egress of buses onto the site should not be delayed by cars entering or leaving, for example by using separate entrances.
 - Bus priority measures on the route into the town centre will increase the attractiveness and viability of Park and Ride services, and should also benefit other buses.
 - The site must be safe for people to leave their cars, with good lighting, CCTV cameras and staff on site.
 - The layout of the site should be clear and obvious, with walking distances from the car park to the bus stop minimised.
 - The bus stop should provide covered waiting facilities and toilets where possible.
- Consideration should be given to enhancing the public transport interchange available at the Park&Ride site, for example by providing cycle parking facilities, using a location adjacent to a railway station, or by enhancing local bus connections.
 - In the town centre, the Park and Ride bus stop(s) should be clearly marked, ideally distinguished by colour from other local bus stops.
 - Clear and concise information should be available on a website (linked to the local authority website), and in a leaflet form available from a wide range of appropriate locations.

Promotion

- Encourage the development of Park and Ride by developing Park and Ride in large towns.
- Identify and safeguard land at good locations for Park and Ride car parks (accessible from the trunk road network, within 15 minutes bus ride of the town centre).
- Choose a realistic charge for each service which makes it cheaper than parking in the centre (e.g. Swansea £1.50 per car with any number of people).
- Consider priority measures for buses on main routes from Park and Ride sites into the centre.
- Park and Ride can also be promoted from outlying railway stations into city centres by ensuring that stations have sufficiently large car parks with staff or CCTV cameras, and that train services run at appropriate times. A number of stations on the Valley Lines network have recently had Park and Ride car parks added or extended.



- Park and Share is a variant on Park and Ride whereby employees of large organisations such as local councils are encouraged to drive to an edge-of-town car park and then share vehicles from there to their workplace. This enables larger businesses which are not directly served by the Park and Ride buses to reduce their parking requirements and make their staff transport more sustainable.

Costs

- Swansea's Park and Ride service operates with financial support from the City and County of Swansea and the Welsh Assembly Government. The new Park and Ride site with 500 spaces will cost over £2 million.
- The free Park and Ride service in Aberystwyth costs £58,000 per year to run, or approximately £1 per passenger on the Park and Ride bus service.

Effectiveness

- At Swansea's two Park and Ride sites a total of 208,512 cars parked in 2005, or an average of 658 cars per day.
- Aberystwyth Park and Ride is so popular that the car park is often completely full, although because it is free some people use the site to park their car even though they are not travelling on into the town centre. A total of 57,408 passengers used the Park and Ride buses in 2005.
- The Park and Rail sites at Treforest and Taffs Wells are both very well used and the car parks are usually at full capacity by 9am.

Running a Park and Ride Campaign

1. Plan a new Park and Ride site or an improvement of an existing site. Find a suitable site near to main access routes and not too far away from the town centre. Start construction.
2. Design a brand for the new buses, and consider re-branding other buses to take advantage of the improved image. The design for the Park and Ride bus should be distinctive, but it could be worth designing the different bus brands to be part of the same "family" (Note that there may be limitations to control on this issue because of commercial bus operators).
3. Encourage businesses in the town centre to promote Park and Ride in travel plans.
4. Use the opportunity provided by the new bus service to improve all the town centre bus stops and the bus station if appropriate.
5. Implement bus priority measures (bus lanes and junction improvements) which are considered to be of most benefit not just to Park and Ride buses but to other service buses in the town.
6. Run campaigns to raise the awareness and profile of buses generally in the town and surrounding area.
7. Consider Park & Bike provision at the Park and Ride site, which could be tied in with health promotion campaigns to encourage people who live too far out of town to cycle all the way in to drive to the Park and Ride site and then cycle into the town centre from there. Secure cycle parking will need to be provided as bikes will need to be left at the site overnight.

Case Study: Swansea Park and Ride

- Two Park and Ride sites have already been developed in Swansea, at Landore and Fabian Way. Both are 10 minutes drive from the M4 in the direction of the city centre. Each site has 550 parking spaces, and a dedicated bus service running every 12-15 minutes into the city centre. Buses run between 06:45 and 19:30 Monday to Saturday, and also on five Sundays on the run up to Christmas. Journey time is approximately 10 minutes. Each site has cycle racks and toilets. Park and Ride costs £1.50 per car with any number of passengers
- 208,512 cars used Swansea Park and Ride in 2005, an average of 658 cars per day. This was up by 49% from the previous year's total of 139,916 cars
- The scheme was the winner of a Policy & Planning Award at the CILT Cymru National Transport Awards, and Best Park and Ride at the 2005 British Parking Awards
- The success of the scheme has been attributed to the low charges, the



simple pricing structure and easily understood service on offer. Professor Stuart Cole of the Wales Transport Research Centre said "Here we've got a good example of the right kind of price to persuade people to leave their cars on the edge of towns."

- A third Park and Ride site is being developed at Fforestfach on Carmarthen Road will have 500 spaces. It will create a high quality integrated transport system into Swansea via the A483 and cater for visitors from the west and north of the city. The existing services will be improved by investment in dedicated express bus lanes to cut journey times.



Case Study: Aberystwyth Park and Ride

- Aberystwyth has an extensive one-way road system. Heavy congestion is experienced in the town centre and on most approach roads during peak periods
- Aberystwyth Park and Ride operates all year round as a free-to-park and free-to-use service, from 08:00 to 18:00 Monday to Saturday, with buses every 15 minutes. The car park is opposite the police station less than 1 kilometre from the town centre. Funding of £58,000 per year is provided to operate the Park and Ride service
- The Park and Ride car park has high usage levels, and is often completely full. Approximately 60,000 passengers use the Park and Ride bus services every year. Some of the vehicles parked are not strictly Park and Ride users which is a problem that may need to be dealt with using parking charges in the future



Photo courtesy of Halcrow

- The bus company reported problems with people using the Park and Ride bus as a free town bus service, resulting in loss of revenue on existing commercial routes. To deal with this, a ticketing system has been introduced, with anyone boarding the bus at the Park and Ride car park being given a free ticket which can be used to board the bus again without payment. Other people can use the bus on payment of a 70p fare.

Case Study: Treforest Park and Ride

- 117 designated car parking bays (including 8 disabled spaces) at Treforest Railway Station
- High frequency rail services - 6 per hour in peak periods
- Very popular site - car park usually reaches capacity by 8am in the morning
- Good facilities at the station, including access, lighting, signs, real-time information, waiting areas, tactile paving and timetable information
- Average journey time from Treforest Station to Cardiff Central is 20



Photo courtesy of Halcrow

- minutes, competitive with other modes of transport
- Rail and Ride services offer frequent and fast journeys on segregated routes, free from traffic congestion.

Chapter 3: Healthy Options

3.1 Smarter Choices: Walking and Cycling

For fit adults, walking and cycling are often the most convenient alternatives to the car for short journeys, and brings additional health benefits.

Introduction

- Walking currently accounts for 20% of all journeys in Wales, compared to 24% in England. For journeys to school, 36% are made on foot in Wales, and 46% in England. For journeys to work, 11% are made on foot and less than 2% by bicycle in Wales, and 10% on foot and 3% by bicycle in England⁵. Walking is also used for 37% of journeys for leisure and 18% of journeys for shopping⁶.
- Pedestrian and cycle safety is improving in Wales, with a 30% decline in accidents since 1994.
- In 2005 the Sustrans National Cycle Network reached the milestone of 1000 completed miles of cycle routes in Wales. The network includes Lon Las Cymru, a north-south route, and the Celtic Trail from Pembrokeshire to Chepstow, as well as numerous local cycle routes.
- Walking and cycling can be encouraged using infrastructure measures, promotion and publicity, traffic management, better information provision, training, land use planning, integration with public transport modes, or preferably a combination of these.
- Infrastructure measures to encourage walking and cycling can include crossing facilities, footway widening and removal

of unnecessary clutter, and on- and off-road cycle lanes including National Cycle Network routes. Trip-end facilities such as secure cycle parking, workplace changing facilities and showers will also be needed. Traffic management measures as part of infrastructure improvement include reduced speed limits, traffic reduction and traffic calming measures.

- Promotion of walking and cycling can take place in conjunction with events such as Bike Week, Walk to School Week and World Car Free Day. Information improvements should be planned in conjunction, including walking and cycling maps and signs, and promotional leaflets.

Promotion

- Develop and implement strategies for monitoring walking and cycling. These may include the use of automatic recording equipment, manual counting, and interviews.
- Promote shared space between cycles and cars, cycles and buses and cycles and pedestrians as appropriate. Develop national standards for pedestrian and cycling infrastructure, and shared space.
- Local authorities to be encouraged to adopt and adhere to a Road Users' Hierarchy to ensure that the needs of pedestrians and cyclists are prioritised over those of public transport users and motorists.
- Increase investment levels in walking and cycling modes taking into consideration the amounts spent in other European countries that have been successful in

⁵ *Regional Transport Statistics, DfT, 2006 and Wales Transport Strategy Consultation Document, July 2006.*

⁶ *National Travel Survey, DfT, 2002/03.*



increasing levels of walking and cycling. Ensure that adequate revenue funding is made available to maintain pedestrian and cycling infrastructure to a high standard.

- Use Welsh Assembly Government Trunk Road Interface funding to build cycle links alongside busy main roads to provide safe links between communities along the road.
- Design coherent cycle and pedestrian networks to meet the principal needs identified by monitoring, considering the whole journey including secure cycle parking at key origins, interchanges and destinations, such as residential developments, town centres, schools and colleges, business parks, stations, health and leisure facilities.
- Facilitate the carriage of bicycles on rail services and, where there is space and demand, bus services. Set vehicle standards to enable this.
- Run local, regional and national campaigns to promote walking and cycling as a transport mode with health benefits which also improves the local and global environment.
- Provide road safety training and cycle training to school children and adults. Examples are the free cycle training provided for adults in Cardiff once every 4 weeks, and the Kerbcraft structured pedestrian training programme for 5 to 7 year olds, which gives them practical skills in crossing roads safely and choosing safe walking routes.
- Promote walking and cycling “buddy” schemes to encourage people who may be apprehensive to try walking and cycling for their regular journeys. An example of this is BikeBUDi and the proposed WalkBUDi, both from liftshare.com, which match cycling and walking

journeys in the same way that their car-share software does.

Costs

- Dedicated infrastructure costs are lower for cyclists and pedestrians than for other modes.
- The Welsh Assembly Government has provided £8 million in 2006-07 to support walking and cycling projects. In addition, almost £4m a year of local authority grants is used to fund cycling infrastructure projects.
- Phase 2 of the Celtic Trail is a £9 million initiative to complete and upgrade a number of sections of the Celtic Trail passing through eight different local authorities. The funding has been provided by 13 different bodies.

Effectiveness

- Improving walking and cycling facilities improves access to everyday local facilities and services for the very large number of people who do walk for short journeys.
- Promoting walking and cycling can encourage some longer journeys, for example to out-of-town shops, to be switched both to a different mode, and to a different, closer destination, such as local shops, which provides environmental, social and local employment benefits.
- The British Medical Association (BMA) has concluded that the health benefits of cycling outweigh the risk of crashes. In 2000, a total of 125 people were killed while cycling in the UK, while 45,000 died from heart attacks due to lack of activity. The Copenhagen Heart Study (Denmark, 2000) concluded that those who did not cycle to work had a 39% higher mortality rate than those who did.

- Health benefits of walking and cycling include reducing risk of heart disease and stroke, controlling weight, reducing risk of type-2 diabetes, enhancing mental health and improving bone health. By comparison to people in motor vehicles, cyclists and pedestrians breathe in less pollution. In addition these modes allow people to be more independent.

Running a Walking and Cycling Campaign

An effective campaign to promote walking and cycling will use a number of different Smarter Choices in combination:

1. Ensure that good walking and cycling infrastructure is in place: pedestrian/cycle tracks and lanes of sufficient width with a quality surface; safe crossings at major junctions and roundabouts.
 2. Design clear information leaflets, signs and maps to show the best walking and cycling routes.
 3. Raise awareness about and encourage walking and cycling using other Smarter Choices:
- Travel Awareness Campaigns
 - General awareness-raising about the potential that walking and cycling have for making short journeys
 - Workplace Travel Plans – Walking and cycling are often popular alternatives to the car for travel to work, allowing employees to build some exercise into their daily routine
 - School Travel Plans – Walking is a common mode to get to school, while many school children would like to cycle if it was safer
 - Personalised Travel Planning
 - The personal consultation during a personalised travel planning scheme would be an ideal time to talk about the possibilities of walking and cycling as transport and the health benefits
 - Health Promotion Campaigns
 - Walking and cycling regularly are excellent ways of staying healthy
 - Sustainable Tourism Campaigns
 - Walking and cycling holidays are popular in Wales, and can be promoted as a sustainable and fun means to get to tourist attractions.

Case Study: Integration of Cycling with Buses and Trains

- The Beacons bus from Cardiff to Garwnant and Brecon tows a high-capacity bike trailer on which up to 24 cycles can be carried. There is high demand for the service and there have been occasions when the bike trailer has been full
- Bikes can be taken on train services on the Valley Lines without booking. On other train services, bikes can be carried if booked in advance
- The Clwydian Ranger bus service allows bikes to be carried on racks on two buses on the B5 route from Ruthin to Mold, with some services extended



to Chester. Bikes are carried on a rear rack which takes two cycles. It is recommended to book bike spaces ahead. The initiative was set up by a partnership of three local authorities in North Wales (Denbighshire, Flintshire and Wrexham).



Case Study: Swansea Housing Association Cycle Parking

- Swansea Housing Association’s (SHA) flagship inner city development provides sheltered parking for 14 bikes. The parking is secure because it is located in a small courtyard, covered by CCTV, and within the residents’ only door entry system. The Housing Association has a central aim to encourage people to live in the city. Enabling people to meet their accessibility requirements



Photo courtesy of Halcrow

without having to own a car is seen as fundamental to this aim. SHA gain from needing to allocate only limited development space to car parking.

Case Study: Vale of Glamorgan Bike Trains

- Wales’ first ‘Bike Train’ commenced in April 2005 as part of the Vale of Glamorgan Council’s sustainable transport initiative aimed at cutting down the number of cars on the

school run. A Bike Train is the cycle equivalent of a Walking Bus, whereby children travel in a supervised group to benefit from safety in numbers. The scheme was launched in Bike Week and used a Welsh Assembly Government grant to construct the cycle paths.

Case Study: Trunk Road Interface Funding

- At Derwenlas to the south west of Machynlleth, a new community cycle route has recently been completed alongside the A487. This Welsh Assembly Government’s Trunk Road Interface funded link is invaluable to the residents in the area who have previously had to use a very fast and busy section of the road between Aberystwyth and Machynlleth
- To the south of Llanidloes the first phase of a new community route to Cwmbelan has been completed



Photo courtesy of Halcrow

alongside the busy A470. The scheme, also funded by the Welsh Assembly Government Trunk Road Interface, will be completed with the installation of a new bridge over the river Dulas.

3.2 Smarter Choices: Health

Walking or cycling as part of the daily journey to work, school and shopping provides a good basic level of health and fitness. Close links can be made between campaigns for walking and cycling and health promotion.

Introduction

- Walking and cycling can be promoted as a healthy option for all or part of the journey to work, school and shopping. Walking and cycling to local shops can be promoted as a healthy option instead of driving to big shopping centres or supermarkets. This will also bring additional community benefits.
- Campaigns can raise awareness about the health benefits of moderately strenuous exercise conducted regularly. Illnesses such as obesity, type 2 diabetes and heart disease are largely preventable by exercise.
- There is tremendous scope for alliances in the transport field. For example, health promotion organisations could support campaigns that promote cycling or walking, which both bring health benefits.

Promotion

- Cycling and walking awareness raising campaigns should be linked together with health promotion bodies, and Health Challenge Wales. Similarly, health promotion organisations should support campaigns that promote cycling or walking, which both bring health benefits. Health Challenge Wales recognises the fact that 63% of men and 75% of women in Wales do not do the recommended 60 minutes of moderate intensity exercise 5 times per week, and that their health can suffer as a result.

It promotes a shared responsibility for health and the prevention of illness, and the recognition that small changes in everyday life can make a big difference.

- Specific route information leaflets for towns (routes from rail station/bus station/housing areas to employment areas/shopping areas/schools) can provide information on distance, approximate walking time and calories burned.

Initiatives

- Welsh good practice experience to build on:
 - Urbanwalks pilots in Cardiff, Carmarthenshire, Gwynedd and Wrexham. Health Challenge Wales
 - Walking and cycling calorie map produced for the SEWTA personalised travel planning pilot at Llandough hospital
 - The Welsh Network of Healthy School Schemes (WNHSS).

Costs

- The Welsh Assembly Government's 'Climbing Higher' strategy estimates that the Welsh economy loses £500 million per year due to physical inactivity, and aims to reduce this by half over the next 20 years. (Source: Climbing Higher Strategy, Welsh Assembly Government, 2005). One of the best ways to achieve this is through the promotion of regular exercise for commuting to work by walking or cycling.
- Costs for health promotion campaigns vary widely depending on their scale:
 - NHS Wales spends around £200 million a year on a very wide-ranging programme of health promotion campaigns which includes the promotion of increased physical activity for health. (Source: BBC)



- The Urbanwalks scheme cost £30,000 for consultancy in addition to the cost of design and production of the leaflets
- The promotional materials for Walk to School Week in Monmouthshire cost around £900 per year.

Effectiveness/Benefits

- Many health promotion campaigns do not have quantified results, but suggest that the majority of participants have started to walk or cycle in preference to using their cars for short journeys.
- Primary care professionals in Salisbury encouraged patients to walk on a regular basis, with a range of mapped local walks of between 20 and 65 minutes duration. A questionnaire was sent to all residents who had requested a copy of the maps. Almost half the respondents to the survey said they had begun to walk in preference to driving short distances.

Running a Cycling and Walking and Health Campaign

Cycling and walking and general health awareness campaigns can be used together to increase the benefits for both. Taking into account the fact that people are very rarely prepared to make a change in their travel habits without a considerable period of

consideration and perhaps experimentation, a suggested format for running a campaign would be:

1. A general health awareness campaign saying that many health problems are preventable and giving brief mention of various things people can do to help, including walking and cycling. This campaign needs to be run by a partnership led by the health promotion body.
2. A short time later, to give the earlier campaign message time to sink in, but not so much that it has been forgotten, a campaign promoting walking and cycling as a healthy transport option, giving details of specific walking and cycling routes between bus station/rail station/housing areas and main employment areas/shopping areas/schools. Each promoted route must have been checked to be of good quality (e.g. crossing facilities available where needed), and observed problems sorted out (to avoid relapse at the experimentation stage).
3. Monitoring success of the campaign and feedback good news stories about increased walking and cycling and why it matters through the local media. This will reward those who have changed mode and encourage them to continue, whilst encouraging more people to start to think about it.

Case Studies: Urbanwalks

- This scheme is one example of the Welsh Assembly Government's response to Health Challenge Wales. It is complementary to "Walking the Way to Health"
- The scheme aims to increase the number of people walking, to help them become healthier as well as to reduce the harmful effects of short car journeys on the environment
- A range of Urbanwalks booklets has been produced offering a variety of walking routes, either circular or linear. Booklets have been produced for Cardiff Cathays Park, Carmarthenshire, Gwynedd Council and Wrexham, a total of 78 walks. Consultancy funding of £30,000 was provided by the Welsh Assembly Government. Local authorities paid for production, design and translation of the leaflets.



Case Studies: Walk to School Week in Monmouthshire

- The School Travel Plan co-ordinator for Monmouthshire County Council promotes Walk to School Week at 38 primary schools, and around 20 schools participate each year. Participating schools are provided with promotional materials including leaflets for the children to take home, survey sheets to be completed in class, posters, book marks, activity cards and stickers for the children that walk



- The promotional materials cost around £900 per year. Some schools report that 50% of children walk to school during the Week, although because of the rural nature of Monmouthshire, the distances to school can be quite high so some participating children are driven part of the way to school and walk the rest of the way.



Chapter 4: Smarter Cars

4.1 Car Clubs

Car clubs separate car ownership from use. Members enjoy the benefits of flexible access to a car without the burden of vehicle ownership and maintenance.

Introduction

Car clubs are aimed at contributing towards:

- Reducing traffic congestion and parking levels in urban areas
- Reducing parking requirements and travel impact at specific land use sites or trip generating developments
- Contributing towards social inclusion and community transport; especially but not exclusively within rural areas.

Car clubs achieve the above by reducing car dependency, resulting in fewer cars on the road network.

Key initiatives involved with car clubs comprise:

- Dedicated conveniently located parking bays
- Fiscal incentives such as free or reduced parking and exemption from road user charging schemes
- Fiscal incentives to use public transport such as reductions in season ticket prices for members.

Current status of car clubs

- The car club concept originated in the early 1980s (Mobility, Switzerland)
- Car Clubs are relatively new to Wales and the rest of the UK
- First UK scheme launched at the end of the 1990s (Edinburgh City Car Club)
- Car club growth is higher in Europe and the USA

- Of the 27 UK car clubs, just 2 are in Wales: **City-Wheels** in Swansea and **Mach Car Club** in Machynlleth
- UK wide, a total of 227 car club vehicles are used by 4000 users across 33 cities.

Promotion

- Support, start-up funding and leadership from Welsh Assembly Government and local authorities
- Encouraging and providing incentives for integration of car clubs with public transport operators
- Providing a planning framework to facilitate and encourage the inclusion and integration of car clubs with residential, employer, health and education travel plans
- Installing, monitoring and reviewing mechanisms for existing and future schemes to improve understanding of impacts on car use, ownership, occupancy levels, walking, cycling and use of public transport.

Costs

- Cost dependant on size (i.e. number of vehicles, members etc)
- Edinburgh and Bristol have accumulated public sector costs of £100,000 and £50,000 respectively
- Much of the cost to the public sector relates to initial setup (research, grants and marketing);
- Cost per car kilometre taken off the road is approximately 5 pence for Bristol and Edinburgh.

Effectiveness/Benefits

- Improving access to key services and facilities; especially in rural areas - e.g. social inclusion/ community transport role of Swansea's 'City Wheels' Car Club;

especially in relation to providing access to employment

- Promoting opportunities to reduce the need to travel – e.g. the average car club member in Holland uses the car 33% less after joining a car club
- Promoting healthy lifestyles – e.g. after joining Berlin Car Club, members increased walking and cycling by 28%
- Potentially effective contribution towards improving the efficient and reliable movement of people
 - e.g. evidence from Germany of 35% increase in public transport use among car club members
 - e.g. High Occupancy Vehicle lanes in Leeds have increased average vehicle occupancy from 1.35 to 1.43 persons per vehicle.

Running a Car Club Campaign

1. The establishment of a new car club should coincide with new residential, industrial and commercial developments or area redevelopments; otherwise tenants/employees travel patterns will already be established. Residential travel plans could be used to ensure that the developer commits some funding to the establishment of a car club, although
2. At the same time as the car club is set up, a marketing campaign should be used to introduce the concept of a car club (which is unfamiliar to most people) and to raise awareness about the full range of benefits that membership can bring (the accessibility advantages of car ownership without the high fixed costs and maintenance worries). Local press including TV, radio and newspapers are effective mediums for promoting car clubs, as journalists are often interested in new ideas.
3. Designated spaces for car club cars should be painted onto the road. This acts as a very visible reminder of one of the benefits of car clubs.
4. After establishment of a new car club, marketing activities will need to continue as it can take a long time for people to make the big decision to potentially give up owning a car in favour of membership of the car club. Wider membership should also be sought through promotion in nearby housing developments and businesses, including through any new travel plans which are produced.

Case Study: Mach Car Club – Machynlleth

- Rural scheme with 25 members and 3 vehicles
- Cars used for a variety of purposes including leisure, business and domestic
- Members range from 27 to 65 years of age
- The original members sold their vehicles. Most of the members joined the club for financial reasons; they wanted access to a car but not the financial burden of ownership
- Two members now have their own vehicle. The car club is not considered to increase travel
- Most members use the club to move things or for journeys where public transport is unavailable.



Case Study: The City-Wheels Car Club - Swansea

<http://www.city-wheels.co.uk/>

- Established in 2001 by Swansea Housing Association (SHA)
- First car club in the UK to specifically serve social housing residents (most are on low incomes, disabled, retired or not working)
- Designed to attract people to live in the city centre
- The club's website promotes the advantages of living in a city, while avoiding the high costs and parking difficulties associated with car ownership
- City-Wheels currently own 6 vehicles and rents further vehicles based on requirements. The service is only available to the Housing Association staff (operating as a car pooling system) and tenants. However, wider interest suggests there may be potential for a city-wide car club in Swansea. The SA1 Travel Plan provides a key opportunity to investigate, and if appropriate initiate, such a scheme
- This scheme completed the travel requirements of Swansea HA tenants and staff without having the costs and responsibilities of having to own a car themselves
- Member profiles demonstrate more sustainable travel patterns and reduced car ownership



Photo courtesy of www.city-wheels.co.uk

- As a result SHA has significantly reduced costs of staff travel by replacing private car mileage expenses with car pooling. The tariffs comprise a mix of fixed and usage charges
- £25 joining fee and £10 monthly membership fee. Usage rates combine a charge of 15 pence per mile alongside time based charges designed to reflect the level of demand
- Secure car club parking is allocated within the HA development
- Parking incentives for members and staff, together with restrictions and charges on parking for non-members helped take-up (private owned vehicles subject to charges of £9 per week for residents and £2.50 per day for staff)
- Fun and funky image associated with Smart Car seen as important to attracting take-up (Smart Car does over double mileage of other cars in fleet).

Case Study: Mobility, Switzerland



- Mobility CarShare is the largest car club organisation in the world. It was created in May 1997 and operates on a national basis
- Mobility has over 60,000 members and 1750 vehicles allocated between 980 locations across over 400 communities. The scheme is based on networking, integration and partnerships
- Mobility members tend to use CarShare vehicles on an infrequent basis for leisure, shopping expeditions and business trips. Shorter trips are more likely to be undertaken by public transport, cycle or foot
- The proportion of travel by public transport, walking or cycling amongst members increased from 63-75%. Members spend almost 10% more on public transport season tickets than before they joined
- Other benefits include fuel savings of up to 57%, higher vehicle utilisation and associated reductions in traffic congestion and parking requirements
- This scheme demonstrates greater potential of national car club networks compared to local schemes and exponential growth in membership
- Benefits of innovative collaboration with Passenger Transport organisations, car rental firms and other partners (combined season ticket launched together with Swiss Federal Railways enables holders to both travel by rail and use CarShare service)
- Platform of efficient public transport services and environmentally aware population are significant success factors
- High degree of customer satisfaction is also a success factor (2/3 population within 10 minute walk of car club station, 95% probability of obtaining a car at desired time and advanced technologies including GPS enable open-end and one-way journeys).

4.2 Car Sharing

Car sharing involves two or more people travelling by car together, for all or part of their trip.

Introduction

Car sharing is aimed at contributing towards:

- Reducing single occupancy car travel and congestion
- Reducing parking requirements and traffic impact at specific land use sites or trip generating developments
- Social inclusion

Key initiatives comprise:

- High Occupancy Vehicle (HOV) lanes
- Fiscal incentives such as free or reduced parking and exemption from road user charging schemes

Car Sharing can:

- Reduce stress
- Bring direct cost saving
- Provide an opportunity to socialise

Current status of car sharing

- Developing on an informal basis alongside car ownership and use
- Recognition and support over last 5-10 years has been associated by a significant



increase in the number of formal car sharing schemes in the UK

- In Wales, all four Regional Consortia market car sharing schemes under different branding, which all form part of the 'carsharewales' group claiming that over 3000 people across Wales have joined.

Promotion

- Support, funding and leadership from Welsh Assembly Government and local authorities
- Providing a planning framework to facilitate and encourage the inclusion and integration of car sharing schemes with residential, employer, health and education travel plans
- Considering car sharing within demand and supply management policies (e.g. car share exemption from congestion charging schemes, tax and duty reductions for car club vehicles, and the introduction of HOV lanes on congested trunk roads and radial routes into urban centres)
- Installing, monitoring and reviewing mechanisms for existing and future schemes to improve understanding of impacts on car use, ownership, occupancy levels, walking, cycling and use of public transport.

Costs

- Cost of setting up a car sharing schemes, including software range from £5000 to £35,000
- Additional costs relate to incentives to join, demarcating dedicated parking (£200 per 12 spaces per annum) and guaranteeing lift home (maximum of £700 per annum)

- The cost per kilometre saved for car sharing appears to be less than for car clubs, ranging between 0.7 pence and 3.3 pence (based on analysis of local authority schemes only).

Effectiveness/Benefits

- HOV Lanes in Leeds have increased average vehicle occupancy on the subject corridor from 1.35 to 1.43 persons per vehicle.

Running a Car Sharing Campaign

1. Carry out a survey to find out how many people would car share if various different incentives were put in place, for example: a website to make it easy to find people with matching journeys, a High Occupancy Vehicle lane, dedicated parking spaces for car sharers, free parking for car sharers.
2. Design a scheme to achieve the maximum take-up of car sharing within the available budget, based on people's responses to the survey.
3. Carry out a marketing campaign to promote car sharing and explain the physical measures that will be implemented. Continue the advertising campaign during and after the implementation of the scheme.
4. Monitor before and after scheme implementation to find out how the number of people car sharing changes. If the results are worse than expected, consider changes to the scheme or further promotion.

Case Study: Liftshare Network

- Liftshare was established in 1997, as an internet based car sharing service for the UK. The Liftshare website promotes specific car share arrangements on-line via an interactive map to help users find out more about car sharing in their region
- Liftshare also provides separately branded car-sharing schemes to about 300 businesses and communities
- The regional transport consortia of SWWITCH, TRaCC and Sewta (approx. 3000 members in total) have developed branded schemes within the Liftshare network, which has attracted 109,696 members to date:
 - SWWITCH area: **Swwitch2Share**
www.swwitch2share.com
 - Sewta area: **Sewtacarshare**
www.sewtacarshare.com
 - TRaCC area: **Do it with Dai**
www.doitwithdai.org.uk

liftshare
Save Money And Reduce Traffic

- The use of Liftshare by individual members is free. The cost to individual organisations will depend on the level of branding
- The Liftshare.com website reports an estimated saving of 18 million vehicle miles per year, 34% of all journeys registered result in successful matches (43% for branded schemes)
- Promotional events have been implemented by Liftshare under the name 'National Liftshare Day'.



Chapter 5: Technology and Marketing

5.1 Teleworking and Teleconferencing

Teleworking means working remotely, either part-or full-time, at home or close to home, while communicating with the workplace via internet and telephone. A teleconference is a meeting attended by people in diverse geographical locations, communicating by telephone, internet, video link, or webcam. By removing the need to travel for some journeys, teleworking and teleconferencing offer considerable environmental, economic and environmental benefits.

Introduction

- Already the UK and Wales have one of the highest percentages of households with computers and internet access. The Cymru-Ar-Lein initiative aims to provide high-speed internet access to all homes in Wales by 2010, providing everyone with an equal opportunity to telework no matter where they live.
- A number of factors are driving an increase in teleworking, many of which are especially relevant to Wales:
 - High housing prices make it difficult for first time buyers and those on lower salaries to afford housing in certain locations. Teleworking offers an opportunity to live in lower cost areas whilst working for organisations located in higher priced areas
 - Difficult and expensive travel conditions – especially near large cities or in rural areas, where avoiding travel can result in greater efficiency and decreased stress
 - Policy and employee pressures for more flexible working conditions. Behind this demand lies relatively poor provision of child care, and longer working hours in the UK

compared to other north European countries

- Some areas with full employment and/or high house prices have labour shortages which teleworking can help to overcome.
- Teleconferencing can take a number of different forms:
 - Audio-conferencing is the most common form of teleconferencing. It involves setting up a telephone conversation between several people, and requires no special equipment
 - Web-conferencing involves the use of webcams and/or voice-over-IP communicating via the Internet
 - Videoconferencing uses specialised equipment and high-bandwidth data connections to enable conference participants to see one another and communicate while located at remote sites.

Promotion

- Teleworking is increasing across the UK.
- Given the largely rural population of many parts of Wales, teleworking provides employment opportunities to people who live far from large employment centres, without greatly increasing road mileage.
- Both public and private sector organisations encouraging teleworking for employees in the right circumstances.
- All 22 Welsh local authorities and the regional offices of the Welsh Assembly Government have been linked through video conferencing facilities. It has resulted in a reduction in unnecessary journeys that have delivered significant business benefits and reduced pollution.

- In addition, local authorities can encourage teleconferencing in local businesses by:
 - providing both technical and managerial advice and training about teleconferencing, utilising past experience with the technology themselves
 - providing grants for organisations to introduce teleconferencing facilities
 - providing facilities for use by businesses or the general public
 - continuing to encourage teleconferencing amongst their own employees.

Costs

- Startup costs for teleworking and teleconferencing include a desktop or laptop computer with a broadband modem at less than £500. Monthly charges are about £15-20 a month for a broadband internet connection.
- For teleconferencing, recent advances in “voice over IP” technology, offered by companies such as Skype, mean telephone calls and even video conferencing can be done for free or very cheaply. The only cost is the hardware cost of a webcam and headset, costing from £10 to £100. In addition, software such as Remote Desktop, included with Microsoft Windows, allows people to view other participants’ computer screens for things such as PowerPoint presentations.
- Full videoconferencing suites, where these are deemed necessary, cost from £5,000 to £40,000.
- In many cases existing IT support departments can provide support to teleworkers, although companies who employ many teleworkers may need to provide dedicated support.

Effectiveness

- In Wales, 7% of all workers are currently teleworkers, slightly below the UK average of 8%. Across the UK, teleworking is growing at around 10% a year. If current growth rates continue then 20% of the Welsh population will telework for at least some of the time by 2017. Studies show that while some non-work trips are made on teleworking days, overall mileage is greatly reduced.
- A large-scale study of part-time teleworkers in Denmark found that the average amount of travel in the teleworkers’ own cars was 48% lower on the days when they worked from home, and travel by other modes except walking also fell by between 21% and 74%.
- Teleconferencing can save considerable amounts of money in terms of both direct travel costs and travel time. One nursing teleconference in Wales with 110 delegates at 7 different locations saved an estimated £2,150 in direct travel costs, in addition to considerable staff time costs. There were also indirect benefits in the form of reduced traffic congestion and pollution.

Running a Teleworking and Teleconferencing Campaign

Background Enabling Factors

1. Prioritise and support the Cymru-Ar-Lein project to bring broadband access to all of Wales (broadband is a very useful enabling technology for both teleworking and teleconferencing).
2. Set up and support local telecentres, which provide broadband internet access, computer use and other business facilities to the community.



Promoting Teleworking

Although it largely falls to businesses and individual employees to determine whether teleworking is suitable for them, local authorities can play an important role in enabling and publicising teleworking.

1. Publicise the facilities available (broadband, telecentres etc), and the benefits of teleworking to individuals, community groups and businesses, using:
 - Local press
 - Leaflets
 - Promotional events and talks
 - The personalised travel planning scheme if there is one.
2. Work with local businesses to sell the benefits of teleworking (including cost savings if they require less office space as a result), and encourage them to enable and promote it, including through their travel plan.
3. Monitor before and after, using surveys, to find out how many people are teleworking.

Promoting Teleconferencing

Although the use of teleconference facilities is often a commercial decision, local authorities can promote it and maybe offer grants to help with the purchase of the

necessary equipment. A suggested campaign strategy is:

1. Determine which businesses generate the greatest amount of business travel.
2. Approach these businesses to try to interest them in using teleconferencing. Sell the benefits of reduced cost (travel cost and associated time), ease of scheduling and attending meetings.
3. Talk about the practicalities: ease of telephone-conferencing, the availability of local videoconferencing suites for hire (for example in local government offices, or universities), the costs to set up a videoconferencing suite at the company, the possibility of making money by hiring out the facility to other companies once bought. Perhaps offer a grant towards part of the purchase and setup costs.
4. Determine the company's willingness and ability to change corporately and individually, to make more use of teleconferencing.
5. Monitor the take-up of grants (if they are made available) and the number of businesses known to have videoconferencing facilities. Encourage individual businesses to calculate the travel time and cost saved as a result of these facilities, and use the figures to demonstrate the benefits when approaching other businesses.

Case Study: Telecentres Powys

- Telecentres Powys runs a network of small local telecentres in mid-Wales communities. Each one provides access to digital and internet services for individuals and small businesses which would not otherwise be able to

use such services. The centres are run largely by volunteers

- Telecentres give people in rural areas greater access to employment and business opportunities and open up the possibility of teleworking to a greater number of people.

Case Study: Welsh Video Network

- Through the Welsh Video Network project, all further and higher education Institutions in Wales have received at least one videoconferencing studio. The facilities are used for meetings, lectures, tutorials, and other forms of teaching. The total number of conferences made using the facilities has more than doubled between 2001/02 and 2004/05



- The videoconferencing facilities enable expert teaching to be given from anywhere in the world (which also has suitable facilities) without the expert having to travel. They also enable cultural exchange to occur without travel.
See <http://www.wvn.ac.uk/>

Case Study: British Gas Home Working

- British Gas employs around 3,400 people in Wales, out of a total of 26,000 in the UK as a whole. Home working is a contractual requirement for some British Gas staff:
 - Employees who spend most of their time in the field can use their home as a starting and/or finishing base instead of having to report to a British Gas location on a daily basis
 - Employees such as Central Heating Representatives can use their home as an office for frequent short periods
 - Employees such as Field Managers can use their homes for significant amounts of administrative work
- British Gas reimburse home working employees for any additional financial costs in setting up and running a home office. By arrangement with their managers, staff are also allowed



- flexibility in their working hours when they work from home
- Under the scheme, British Gas engineers use wireless-enabled laptop computers to download the daily schedules at home and go straight to their first job. Engineers feel more in control, and the laptop computers provide them with a range of other tools to assist them in doing their jobs
- Prior to the home working scheme, engineers had to collect a paper work schedule from a local depot each day. British Gas has made major cost savings in land usage and administrative support staff by closing all ninety of these local depots in the UK. However, they regard the greatest benefit to be the improvement in employee satisfaction.



5.2 Public Transport Information and Marketing

Effective transport information and marketing will encourage increased use of buses, trains, and trams that operate at regular times on fixed routes. This is achieved through selling and promoting the facts and qualities of the services to the public through different marketing media.

Introduction

Techniques used to raise the profile of public transport include infrastructure improvements and policies, accompanied by information strategies to persuade people to change their travel behaviour and increasingly use public transport.

Marketing techniques are used to promote particular public transport initiatives and services.

For public transport to be able to compete successfully with the private car, marketing strategies and the information used in them must be informative, accurate, legible, consistent, appealing, eye-catching, enticing, and persuading. It must clearly illustrate the benefits of using public transport in comparison to the car.

A variety of media is used for advertising public transport information including: leaflets and posters at various public places including bus stops and rail stations, television and radio advertising, marketing on tickets and bus branding.

Promotion

Local authorities and public transport operators can market and promote public transport in a number of ways, including:

- The addition or change in a service available from a current bus/rail operator;

providing and creating an addition or improvement to a service portfolio, generating the potential for more sales and use by the public, especially if the destination or route is one which is not already serviced sufficiently.

- Promoting the social and environmental benefits of using public transport, while promoting the environmental and social costs to using the car unnecessarily.
- Branding/re-branding to improve the image of public transport and to give people confidence in public transport.
- This can be carried out through a variety of methods; targeted marketing, which focuses on promoting public transport information to people who live within reasonable proximity to rail/bus stations; and adverts, launch days, information days, free information, and real time information.
- Localised independent market research into why people are less interested in using a particular mode of public transport, or a service, would allow local authorities and operators to direct the marketing campaign to address local reasons for existing travel behaviour. Market research is a strategy that can be adopted in marketing campaigns.

Costs

Traveline Cymru annual advertising budget is £50,000 - £75,000.

Pilots of public transport information and marketing schemes, of between £60,000 to £300,000 a year, have delivered a national city-wide increase in bus use of between 1.5 % and 5% when combined with other improvements.

Effectiveness/Benefits

It has been found to be difficult to measure the effectiveness of a marketing campaign, as it is difficult to isolate their impacts from other measures.

In Perth, Scotland, a direct marketing strategy generated a passenger growth of 63% over 3 years, and the people who began using public transport were all from the social groups who were previously dominant car drivers.

Web and Telephone Based Journey Planners – three examples available in Wales are described in the case studies below.

Running an Information and Marketing Campaign

1. Carry out research to determine what people's public transport needs are in the area, and what misperceptions

people have about the service that better information and marketing might be able to address. It might be useful to employ a specialist marketing company at this stage.

2. Design a campaign to promote public transport, ideally alongside some visible improvements that are being made to the physical infrastructure, vehicles or services.
3. Carry out the information and marketing campaign, using the initiatives described in the 'Promotion' section above, over a period of several months to ensure that as many people as possible see and remember the messages.
4. Monitor public transport use during and after the campaign period, and also carry out a survey to find out how many people were aware of the publicity campaign itself, to justify future spending on similar schemes.

Case Study: Traveline Cymru

Traveline Cymru provides information via four valuable public transport information services:

- Travel alerts – information on disruptions and service changes etc
- Timetables for any of the bus/coach service in Wales
- Journey planner – offering all possible bus, coach and rail services and travel options
- Useful links to service operators and local authorities
- Information on tickets
- Information on travelling with a bike on public transport



1. Traveline Cymru Phone service:
0870 608 2608

2. Traveline Cymru Website:
www.traveline-cymru.org.uk
The phone line and website account for over one million public transport enquiries every year, including timetable and bus pass information

3. Traveline.txt
Launched in 2005 enabling the public to find bus times by text message to their mobile phones, by sending a bus stop code (eg CDITAGM) to number 84268. A free reply will provide details of the next 4 buses due at that

Continued



stop (times, destinations and service numbers)

- This new service was promoted in posters in pub washrooms across Wales, targeting the 18 – 34 market , the response was very positive and increased use by up to 25% during that period
- Over 22,000 text messages have been received in the first year

4. Modus:

Free journey planning software tool launched in 2004 providing all options for journeys by train, coach and bus. Modus also identifies gaps in public transport service provision and can be used to determine route and time changes which would enable a greater number of people to use the services.

Case Study: Transport Direct

- www.transportdirect.info – first complete journey planner for Great-Britain. Non- profit making organisation, funded by the Department of Transport, the Welsh Assembly Government and Scottish Executive. Provides:



- 1) Quick planners – find a train, to find a range of journey plans
- 2) Door to Door – Day Trip Planner, find journey plans using a range of transport

- 3) Mobile phone services – send travel links to mobile phone for free, through SMS or Wap Push
- 4) Live Travel News – choose travel news for a specific region on a specific day. “Find a train”, “Find a car route”, “Find a flight”, “Find a coach”.

Case Study: Ask the Gopher

- www.askthegopher.com - website and telephone service, providing public transport information throughout North Wales
- Provides free Modus personalised journey plans and free pocket-sized route maps showing all local bus and train services and connections
- Customers enter details online (postcode/street names) and the



service provides a printable route planner. If requests are made by telephone, a printed route plan and map will be sent to the customer in the post.

Case Study: Dyfi Valley Travel Guide

- Produced by EcoDyfi (with support from Powys & Gwynedd Councils, whose boundaries join in Dyfi Valley, and Wales & Borders Trains)
- Called 'Getting around the Dyfi Valley/ Mynd o gwmpas Dyffryn Dyfi'
- Includes simple tube style bus and train map
- Delivered to 10,000 households in 2003/04.



5.3 Travel Awareness Campaigns

Travel awareness campaigns are used to inform, persuade and motivate people to think more about their travel choices and behaviour, in terms of their contribution to negative impacts associated with increased car use, such as pollution and congestion.

Introduction

Travel awareness campaigns are not usually targeted at certain groups, but are aimed at the entire population at either local, regional, national or even international level. The most usual means of raising awareness include via leaflets, posters, advertisements in the press, on television or radio, or at cinemas. Campaigns can be ongoing throughout the year or at certain periods, often linked in to events such as Bike Week.

The Welsh Assembly Government provides funding for its partners in local government, voluntary sectors and commerce to partake in various sustainable travel initiatives. These include:

- European Mobility Week that concludes with In Town Without My Car day

- Bike Week
- PTI Cymru, that operates Traveline Cymru
- Grants to support other provision, eg Sustrans, Community Transport Association and Plus Bus
- Local authorities' bids under Transport grant for walking and cycling and Safe Routes to Schools scheme etc...
- The Welsh Assembly Government has joined various organisations to promote an integrated transport approach. These include Car Plus, National Traveline Association, Living Streets and Association of Commuter Transport.

Events have been taking place in Wales to promote sustainable transport, prominent examples being In Town Without My Car day as part of European Mobility Week, Bike Week events and ministerial launches of Safe Routes to Schools and other cycling events. The recent In Town Without My Car day featured radio advertisements at peak driving times promoting alternative choices.

National organisations promoting changes to travel behaviour in general and more specifically, travel awareness campaigns include TravelWise, Living Streets, Ramblers' Association, Sustrans Cymru and CTC Cymru.



TravelWise Cymru

Officers from the Welsh Assembly Government and Welsh local authorities have, since 2003, been working together to assist the development and increased awareness of examples of good practice of integrated and sustainable transport.

Key aims include:

- The engagement of all local authorities, transport consortia, health boards and significant public organisations, in TravelWise
- The development and promotion of sustainable travel awareness
- The development of an active discussion forum (through meetings/ workshops and e mailing) throughout Wales to enable the sharing of good practice, advice and guidance on sustainable travel issues
- Promote employer and school travel plans
- Provide feedback to future consultations on transport issues in Wales
- Actively encourage participation in national awareness campaigns (listed below).

Living Streets

The organisation describes itself as “the champions of streets and public spaces for people on foot.” They work in practical projects to create safe, vibrant and healthy streets for all. Campaigns promoted by the organisation include The Walkability Project (currently just in London), and Walk to School.

A Cardiff branch was formed in 2003, with the priority of raising awareness and understanding of Living Streets issues in the Welsh Assembly. The branch highlights the importance of a Welsh identity for the organisation and associated travel awareness campaigns, for example, the need to develop bilingual leaflets and information. Transport Wales, part of the Welsh Assembly Government has recently become a member of Living Streets.

A walk to work campaign (Walking Works Wales) was launched on 2nd February 2006. Living Streets is leading the project in partnership with North Glamorgan NHS Trust. Four thousand staff based at four hospitals will be looking at incorporating walking into their journeys to and from work, and into their lunchtimes. Employees will be finding out about the health benefits of walking, organising lunchtime walks and using pedometers to measure how many steps they take each day. If required, improvements may be made to the walking environments around the hospitals. The project is funded for two years through the Health Challenge Wales grant scheme.


National travel awareness campaigns include the following:

- Are you doing your bit?
- Don't choke Britain/ London
- Green Transport Week
- National Bike Week
- Car Free Day
- Walk to School
- In Town without My Car!
- Bike Week
- Walking Works Wales

Promotion

Travel awareness campaigns in Wales can be promoted through a number of organisations including government organisations, private organisations (such as individual companies promoting travel awareness to their employees and clients), through public transport operators and via national travel awareness organisations (such as TravelWise and Living Streets).

The Welsh Assembly Government's Walking and Cycling: Strategy for Wales, states that the voluntary sector has a key role to play in the promotion of walking and cycling at grass roots level. It is vital that voluntary organisations such as Living Streets,



Ramblers' Association, Sustrans Cymru and CTC Cymru are supported wherever possible in their work and that they in turn support promoters and providers of facilities in both the public and private sectors.

Costs

Costs for travel awareness campaigns vary enormously depending on which media are used to raise awareness. The production and distribution of leaflets and posters are at the lower end of the cost range, with larger advertising campaigns on television and radio at the higher end. The 2005 'In Town Without My Car Day' radio campaign across Wales cost around £30,000.

Effectiveness/Benefits

It is generally agreed that it is difficult to measure the achievements of travel awareness campaigns, largely as it is difficult to isolate their impacts from those of other measures and outside factors.

Full details are not given, but the 2004 DfT document, *The Future of Transport: A network for 2030*, states that for individual marketing (which applies private sector marketing techniques to encourage people to use alternatives to cars), pilots delivered reductions in car use of 7-15% in urban areas and 2-6% in rural and smaller urban areas.

The Department for Transport undertook research into the effectiveness of travel awareness campaigns in England. This involved conducting surveys with local authorities, businesses, hospitals and higher education establishments nationwide. A panel of invited experts attended workshops, and five case study areas were selected to more fully investigate any issues arising from the main survey.

Of the local authorities that responded to the survey, around 30% were involved in the Travelwise transport awareness campaigns, 11% ran another type of transport awareness campaign and a further 15% were intending to introduce a campaign.

The following is a list of common issues that have arisen from this, and previous limited research conducted into travel awareness campaigns:

- Co-ordination needed between national and local campaigns
- The need for political support
- Importance of selecting the target audience
- Definition of objectives and goals
- Consideration to style of campaign, media and methods to be used
- The role of partnership
- Evaluation of success
- Recognition of the long-term nature of change

The most popular national awareness campaigns for local authorities to take part in included the 'Are you doing your bit?' and 'Walk to School campaigns.' Of the authorities taking part in the 'Are you doing your bit?' campaign, the most common way of supporting the campaign was to distribute nationally produced posters and leaflets, whilst a lesser number produced and distributed local versions of material, tailored to their own needs.



Case Study: In Town Without My Car Day 2005

- 40 towns and cities took part in the event on 22nd September 2005, which was organised as part of the fourth European Mobility Week
- Aim of the campaign is to encourage public awareness of the need to act against pollution caused by the increase in motorised traffic in the urban environment
- Event received extensive local and nationally media coverage as well as international exposure (BBC World broadcast in a large number of countries)
- Event featured radio advertisements in Wales at peak driving times, promoting alternative choices
- In **Bridgend** a section of road in the town centre was closed between 6am and 6pm to allow local people and visitors to walk through this area of town without worrying about traffic. The day was planned to coincide with the Festival of Wales, the launch of an awareness campaign and the Council's Cycling and Walking Strategy.



Photo courtesy of Newport City Council

Information stalls were used to raise awareness of relevant issues

- **Newport** has celebrated In Town Without My Car day for the last 3 years. The theme of the last day was "Clever Commuting." Initiatives included a free park and ride service for one week, five local 'eco heroes' allowed their cars to be crushed in return for free bus and rail travel, and velo-taxis and ad bikes offered free rides around town
- In **Cardiff**, bus operators Stagecoach teamed up with Cardiff and Vale NHS Trust to offer staff at the Heath Hospital in Cardiff half price travel on selected routes for 2 weeks in September.

Case Study: Walking Works Wales

- Walking For Health initiative led by Living Streets in partnership with North Glamorgan NHS Trust
- 4,000 staff at 4 hospitals incorporated walking into their journeys to and from work and during lunchtime
- Walking Works Wales is a response to the Welsh Assembly Government's 'Health Challenge Wales' and is funded by its voluntary sector grant scheme
- The challenge is to encourage people and organisations in Wales to work



together for a healthier nation

- Less than a third of adults currently meet the recommended 30 minutes per day
- As it was only launched at the start of February 2006, the success of the campaign remains to be seen.

Chapter 6: Tourism and Special Events

6.1 Tourism

How tourists travel to and within Wales is an important part of the Sustainable Tourism agenda. Using trains, buses and bicycles to get around the beautiful countryside of Wales can be an interesting and enjoyable part of a holiday.

Introduction

- The tourism and leisure sector is an important contributor to economic prosperity. However, as most visitors travel by car, tourism and leisure activities can have considerable negative impacts on the environment and local communities.
- Tourism in Wales is predominantly car-based – between 2000 and 2003 only 13% of tourists in Wales arrived by public transport.
- Those involved in the leisure and tourism sector are keen to attract more visitors. Strategies that encourage car-free tourism and leisure can achieve this whilst at the same time reducing the negative effects on the environment and local communities.

Promotion

- Encouraging visitors to Wales to reach Wales using public transport bus and train, through information and promotional incentives.
- Encouraging tourists to use public transport, walking and cycling to travel around once they are in Wales, through the provision of high quality services that meet the needs of tourists, information and promotions.

- Leisure Travel Plans for tourism businesses to promote travel to each attraction by sustainable travel modes, and to identify and work to eliminate the barriers to non-car travel.
- Travel can be promoted as an integral part of the leisure and tourism experience: 33% of households want to use their cars less and people on holiday have 'time to travel'.
- A range of information and promotional measures can be used, including:
 - Annotated maps and high quality signage
 - Travel websites and information leaflets
 - Distinctive public transport liveries
 - Discounts at attractions for non-car arrivals
 - Discounted public transport fares
 - Links with the National Cycle Network, cycle parking.
- Public transport integration.

Costs

- The Clwydian Ranger leisure bus services costs £32,500 to support the service, produce marketing information, monitor and supervise the services.
- The Pembrokeshire Coastal Bus network costs £25,000 per year in subsidies to run. The initial vehicle purchase was funded using Environment Development Fund (EDF) revenue from a Local Transport Services Grant. There are approximately 50,000 passenger trips on the network each year (spring and summer).



- A carefully planned promotion of rural bus services to tourists has the potential to reduce the subsidy needed to maintain essential rural services by encouraging greater use of those services.

Effectiveness

- The Freedom of Wales Flexi Pass rail and bus ticket recorded results that showed:
 - 43% of customers would not have visited Wales in the absence of the Flexi Pass range of tickets
 - 44% of customers would not have used buses and trains on their visit to Wales in the absence of the Flexi Pass range of tickets.
- For 'This Week in Wales', Sustainable Transport for Tourism Wales (STTW) funding enabled the initial development of public transport tourism mapping and specially-commissioned editorials to influence visitor choice in favour of public transport. The original mapping has continued to be developed in subsequent years. This Week's tourism 1999 / 2000 reader survey showed that, having read the paper:
 - 52 % of respondents were more likely to make a scenic rail trip
 - 14% of respondents were more likely to take a ride on a bus, and
 - 29% of respondents were more likely to visit an attraction by bus or train.

Running a Transport and Sustainable Tourism Campaign

Campaigns in this area require co-ordination between Tourist Information Centres, tourist attractions, accommodation providers and local authorities.

1. Promote travel to Wales and to particular areas of Wales using train and coach services. The most attractive will be the direct services or those with good connections.

2. Promote the Freedom of Wales flexi-pass for seamless travel on trains and buses within Wales without having to worry about different private operators. Develop similar regional ticket products for visitors who want to have their whole holiday in one region of Wales, or to make day trips by public transport.
3. Develop a map of scenic public transport journeys in Wales, showing bus routes and rail routes with approximate frequencies, and highlighting the scenic sections of each route, and the accessible tourist attractions along the way.
4. Accommodation providers should give information about access by sustainable transport modes where this is a viable alternative. Travel leaflets could be sent to people when they make a booking. Examples of good messages to give: "We welcome walkers and cyclists", "10 minutes from railway station", "Shops and café within walking distance".
5. Tourist attractions with good public transport, walking and cycling access should make that clear in their publicity and promote those modes above the car.

In addition, links can be made between Tourism and Special Events and other Smarter Choices:

- "Making More of Rail" – Improvements to the safety and comfort of trains and stations, and to service levels making public transport a more attractive option.
- "Public Transport Information and Marketing" – Better, clearer information makes public transport easier to use, particularly for visitors.
- "Flexible Transport" – Demand-responsive walkers' bus services.
- "Transport and Health" – A "Healthy Holiday in Wales" campaign.

Case Study: Clwydian Ranger

- A network of Sunday and bank holiday leisure bus services from Prestatyn, Rhyl, Denbigh, Wrexham, Chester, Broughton, Mold and Llangollen into and around the Clwydian Range Area of Outstanding Natural Beauty
- £3.50 day ranger bus fare or £6 for a whole family
- Supported by a partnership of Denbighshire, Flintshire and Wrexham County Councils, with funding from the Countryside Council for Wales and Cadwyn Clwyd Rural Development Agency. It received an AONB grant from the Sustainable Development Fund of £5000.

Case Study: Pembrokeshire Coastal Bus Services

- <http://www.pembrokeshiregreenways.co.uk>
- "Poppit Rocket" Cardigan to Newport (Winter) / Fishguard (Summer), 3 per day
- "Preseli Green Dragon" Crymych to Newport, 2 per day, Summer only
- "Strumble Shuttle" Newport to Fishguard to St Davids, 2 services per day in winter, 3 services per day in summer
- "The Celtic Coaster" St. Davids Head circuit, hourly, Summer only. Uses



an LPG-powered bus for reduced emissions.

- "Puffin Shuttle" St Davids to Milford Haven, 3 per day, Summer only
- "Coastal Cruiser" Pembroke circuit, 3 per week in winter, 2 per day in summer.

Case Study: Green Key

Aim of the initiative is to achieve sustainable rural development with improved economic returns for local businesses and an improved, flexible public transport system

- Included in 'Integrated Transport in National Parks' best practice guide - retrospective view of how team had to revise strategy in light of public criticism
- Sought to improve car parking and Public Transport provision by:



- 1) Improving PT within the National Park
- 2) Establishing controlled parking areas at the Park boundary and at key sites within the Park
- 3) Providing a network of park and ride sites to link car parks with destinations/visitor attractions

Continued



- Extensive stakeholder and public consultation by Conwy CBC/Gwynedd C/WDA/WTB/Snowdonia National Park Authority - thousands of people filling in questionnaires and attending meetings. Opposition to scheme led to community groups/park user groups
- The consultation showed need to maintain current economic returns from tourism/ quality of life/ opportunity for PT to provide realistic complement to car
- Original strategy felt to be overly ambitious and poorly communicated to stakeholders and was revised
- Enhanced bus services were generally supported, but negative reaction to 'formal gateways with imposed park and ride facilities'
- Concentration on infrastructure at PT interchanges and upgrading Sherpa bus - incentives to use PT, not punitive measures on driver behaviour
- Panels will promote ideal of linear, not circular walks which are completed with a bus ride
- New bus shelters at all main car parks - environmentally sensitive ones
- Nantlle Ridge Taxi-Bus. No need for 2 cars to complete ridge walk - use taxi-bus; £1/person.

Case Study: Snowdon Sherpa (funded by Green Key Initiative)



- Began in 1976
- Drivers attended Welcome Host training in early 2006 to understand the expectations of bus users, give positive image of hospitality, culture and heritage, and provide information on the area
- Bus services head from outlying towns to the National Park from Caernarfon, Llandudno, Bethesda, Porthmadog, Llanberis, Betws-y-Coed
- All 6 paths to Snowdon accessible from bus routes
- Connects to Welsh Highland Railway, Conway Valley Line (National Rail) and Snowdon Railway
- Some are and eventually all will be low-floor and capable of carrying bikes
- Looking at joint ticketing with car parks and Sherpa services
- Free buses on weekend of Snowdon Race
- Encourages people to leave cars at outlying car parks to travel to places like Pen-y-Pass where car parking is severely limited
- Real Time Information coming on stream to give confidence about service
- Some open-top services attraction in own right.

Case Study: Freedom of Wales Flexi Pass (FoWFP)



- The FoWFP offer includes; travel on all mainline rail services in Wales and the vast majority of bus services, including all the major operators, within the price of the ticket; discounted accommodation at YHA outlets throughout Wales; and discounted admittance to independent attractions and major sites in the care of Cadw, the National Trust and National Museums & Galleries
- Range of four products includes national 8 and 15 day tickets, the North & Mid Wales Flexi Rover and South Wales Flexi Rover which was also developed and launched by STTW
- STTW funded development and promotion of this flagship integrated bus, rail and tourism product in 1999 and 2000. Wales boasts a commercially driven product that goes beyond government integrated transport objectives by offering not only integrated transport but integration of the reasons for travel. Flexi Pass is unique within the UK market and probably unmatched in terms of the range of product integration elsewhere in the world also
- First year product sales reached 6,200 - against a target of 5,000. The product proved particularly popular with overseas visitors who represent 20% of customers, with Germany, Australia and the United States providing the main markets
- The pack of support information provided to all Flexi Pass customers includes a Travel Diary. Analysis of the 260 (3%) diaries returned during 2000 revealed that:
 - 43% of customers would not have visited Wales in the absence of the Flexi Pass range of tickets
 - 44% of customers would not have used buses and trains on their visit to Wales in the absence of the Flexi Pass range of tickets
 - Flexi Pass has now taken on a life of its own managed by a partnership of bus, rail and tourism partners
 - Flexi Pass Internet site was launched during 2001 equipped with an online sales function and providing information both on the products and participant attractions and links to YHA, transport information and online tourism mapping sites
 - Future objectives include the development of regional products based on recognised tourism areas and regions and the development of community based retail systems that also provide for automatic product usage analysis.



6.2 Smarter Choices: Special Events

Special events in Wales and seasonal travel to holiday destinations require special transport arrangements to be made, both to reduce the environmental impact of those events, and also to enable a large number of people to access sometimes remote sites.

Introduction

- A large number of special events take place in Wales throughout the year, some of them in big cities such as the many events at the Millennium Stadium in Cardiff, but others in much more rural locations, such as the Royal Welsh Showground near Builth Wells in Powys. To enable very large numbers of people to travel to events, special transport arrangements need to be made, including rail and coach transport, and temporary Park and Ride sites.
- Smarter Choices for transport to special events will be particularly relevant for a number of large forthcoming events in Wales including future Eisteddfodau, the Test match cricket in Sophia Gardens in 2009, the Ryder Cup in 2010, and the likely use of the Millennium Stadium for some Olympic football matches in 2012.
- Special transport arrangements also need to be made to ensure that seasonal holiday traffic does not overwhelm holiday destinations, including the Pembrokeshire and Snowdonia National Parks, and to minimise the environmental impact of people travelling to and around these destinations.

Promotion

- For special events where tickets are purchased in advance, the most effective way to promote Smarter Choices for travel to the event is to include information with the tickets. This information should

explain the congestion problems which they would experience if they tried to drive to the event, and then give details of the alternatives that are in place. This should begin with public transport options including regular service transport and any special buses or trains for the event. It should also describe park and ride arrangements for those arriving by car.

- For events where tickets are not necessarily purchased in advance, or to promote Smarter Choices for travel to popular holiday locations, general promotion of the sustainable alternatives will need to be used, through websites, holiday brochures, and tourist information centres. In addition, where seasonal road closures occur as in Tenby, signs on the road approaches will need to warn of this and direct people to the alternatives which are in place, for example park and ride car parks.
- Local authorities can assist with this process by making available land for temporary park and ride car parks, and by conspicuously displaying news of the alternative arrangements on their own websites and in their own leaflets.

Costs

- The seasonal park and ride services in Tenby cost £17,000 to run in 2005, a subsidy of 15 pence per passenger.

Effectiveness

- The Tenby seasonal park and ride and pedestrianisation scheme was considered by visitors, residents and businesses to be very effective. The majority of people who filled in the customer satisfaction survey rated the service as “excellent”.
- The effectiveness of transportation arrangements for regular special events is shown by their continuing popularity.

The Royal Welsh Show continues to attract more than 200,000 visitors every year despite its remote location, which is evidence of excellent transport arrangements.

Running a Special Events Campaign

1. Conduct a visitor survey at the event or a similar event at the same venue, asking visitors where they have travelled from to go to the event.
2. In advance of the tickets for the event being sent out, organise special transport for the places where the survey suggests large numbers of people are likely to travel from, where these demands are not adequately met by existing public transport. Special transport can include coaches, minibuses, or chartered trains.
3. If the size of the event demands it, set up park and ride car parks near to each major approach road, with good signage to direct people to each one.
4. Display information about sustainable transport options to get to the event prominently on the website and other event publicity.
5. When the tickets are sent out, include information about all the alternative transport arrangements that have been put in place. The modes should be described in a hierarchy starting with the sustainable transport modes such as bus, coach and rail options, followed by park and ride options. The provision for disabled people should also be described.

Case Study: Abergavenny Food Festival

- During the annual Abergavenny Food Festival, the usual 14,000 population of the town is swollen by a further 27,000 visitors, for one weekend in September
- Information is given to visitors about normal coach and train services to the town. In addition, three special park and ride car parks operate, two within walking distance of the town (“park and walk”), and one further away on the A4042, with a shuttle bus service
- When the tickets are sent out, it includes information about all the



alternative transport arrangements that have been put in place. The modes should be described in a hierarchy starting with the sustainable transport modes such as bus, coach and rail options, followed by park and ride options. The provision for disabled people should also be described.



Case Study: Tenby Seasonal Park and Ride and Pedestrianisation

- During July and August, the majority of traffic is excluded from Tenby town centre (the walled town) between the hours of 11am and 5pm. The pedestrianisation scheme started in 2002 as an experiment and has run every summer since then
- Two Park and Ride bus services operate between the hours of 10am to 6pm seven days a week. From North Beach Car Park the council's park and ride service runs every 10 minutes to High Street and the Harbour, using two 16-seater wheelchair accessible mini coaches. From Saltern Car Park the Pembrokeshire National Park Authority's park and ride service runs to South Parade
- "So far it has run very efficiently indeed," said Cabinet Member for Environment and Transportation, Councillor Brian Hall. "Visitors were able to stroll undisturbed around the walled town, and the lack of vehicles



Photo courtesy of Halcrow

- together with the 'café culture' atmosphere created a pleasant and relaxed environment."
- The scheme has been popular with visitors. In a customer satisfaction survey, the majority of users rated the service "excellent". Around 110,000 passengers a year use the park and ride services, which cost £17,000 to run in 2005
 - The Tenby Park and Ride scheme won two awards at the 2004 Institute of Logistics and the Transport Cymru National Transport Awards, an award in the passenger transport category, and a special award for contribution to the environment.

Case Study: The Royal Welsh Show

- The Royal Welsh Show is the largest agricultural show in Britain, attracting more than 200,000 visitors for one week in July each year. The showground is in Powys just outside the small town of Builth Wells which has a population of around 2,400
- During the Royal Welsh Show, special transport arrangements are made. Five Park and Ride car parks are operational, linked to the showground by a shuttle bus which also meets all trains at Builth Road railway station. Traffic approaching on any of the four main approach directions to Builth Wells are directed into car parks before the convergence point, avoiding the danger of conflicting traffic movements and blocking at the main junctions where the A470 and A483 meet.

Chapter 7: Freight and Shopping

7.1 Sustainable Freight

Seeking methods to transfer goods using sustainable modes of travel, thus reducing road congestion and pollution.

Introduction

- Large amounts of freight are still carried on-road therefore adding to the already congested networks. There are a variety of other possible options that need exploring and encouraging further, this includes the use of:
 - Rail
 - Inland Waterways
 - Short Sea Shipping
 - Coastal Shipping
- 64 million tonnes of freight were transported between places within Wales in 2005. Road freight represents 80% of freight moved.
- Wales is particularly seeking to maximise the amount of freight transferred from road to rail and water through maximising the use of existing rail-connected and waterside freight terminals, and considering the establishment of new ones. The Wales Freight Strategy consultation will be launched in 2007 and will address these objectives in detail.

Promotion

- Improved loading efficiency
- Welsh Assembly Government to set targets for non-road freight movements
- Investment in, and grants for rail and

waterways in order to support sustainable freight movements

- Promotion of freight best practice guidelines
- Use of alternative environmentally friendly fuels and road vehicles.

Effectiveness/Benefits

- There are a number of successful examples in Wales. It is an area that looks set to continue to grow, assuming alternative infrastructure is available.

Running a Freight Campaign

1. Research the national freight flows which could realistically and practically be moved by rail or sea. This will depend particularly on the location of facilities (near to railways or ports), the type of freight (heavy bulk freight and containers are amongst the easiest types to move by rail or sea) and the volume of the freight flows (high volume regular flows are best suited to rail or sea transport).
2. Develop partnerships with key stakeholders including, the companies whose freight could be transferred, Wales Freight Group, industry associations, hauliers, rail freight operators, shipping companies, local authorities, the Welsh Assembly Government, ports and terminal operators.
3. Monitor implemented grant schemes to ensure they remain effective and are used as anticipated. Seek to increase the use of any new facilities provided.



Case Study: Freight Facilities Grant - Sims, Newport

- Freight Facilities Grants totalling £1.72 million awarded by the Welsh Assembly Government in 2003 to support investments by ABP and Sims Group for the refurbishment of a rail link, the provision of handling equipment and quay strengthening works
- The facility is projected to handle 60,000 tonnes of scrap per annum and



Photo courtesy of Halcrow

eliminate the need for 52,174 lorry journeys over 10 years, representing a saving of 700,000 lorry miles per annum.

Case Study: Freight Facilities Grant - Celsa, Cardiff

- £2.2m Freight Facilities Grant awarded by the Welsh Assembly Government to support the development of rail freight facilities at the company's Cardiff sites
- When finished, the rail facilities will handle inbound train loads of raw materials and outbound train loads of finished steel products, removing over 300,000 lorry journeys from roads over the next 10 years – equivalent to nearly 50 million miles



Photo courtesy of Halcrow

- From <http://www.publicservice.co.uk/readnews.asp?id=974>.

7.2 Smarter Choices: Home Shopping and Local Produce

Local produce, available through local shops, farmers' markets and co-ops, results in far fewer food miles and is a more sustainable choice both in transport terms and for the health of local communities. Many companies, particularly those selling higher priced organic or luxury products, offer home shopping using the internet or telephone, with home delivery of the goods purchased.

Introduction

- There is growing concern in many parts of Wales about the negative effects that large chain retailers can have on local traders, and on the vitality of town centres and local communities.
- One way to counteract this trend is to encourage local retailers, farmers and producers to use new ways to reach customers, promoting the qualities of freshness, taste and diversity that local produce can offer, as well as encouraging community activity such as farmers' markets and food co-ops which local people can feel they have some ownership of. The use of local shops and markets means that many more people can walk or cycle rather than having to rely on a car to get to a supermarket.
- Producers in Wales are starting to use technology such as the internet to enable people in Wales and other parts of the UK to buy produce and have it delivered to their door. This offers the potential of reducing people's travel to the shops.

Promotion

- The Rural Regeneration Unit (RRU) and the Welsh Assembly Government's "Well-Being in Wales" commitment aim to

see the development of at least 26 food co-operatives in Wales, to reduce the transport of food, regenerate rural areas and improve the health of the Welsh population. There are two RRU Food Development Officers in place, funded by the Welsh Assembly Government, one in North Wales, and one in South Wales. Examples of successful food co-operatives already operating are those in Barry and St. Mellons.

Costs

- The Welsh Assembly Government has provided funding for two members of staff for the Rural Regeneration Unit who are promoting and developing food co-ops.
- Until now, home shopping services have been introduced by retailers for purely commercial reasons, and hence there have been few if any direct costs for local authorities. Retailers should pay the costs to support and expand home shopping services.

Effectiveness

The advantages to Wales of home shopping and local produce are:

- *Improving the sustainability of local communities.* As well as direct transport benefits, food co-operatives, farmers' markets and initiatives to support and promote local shops have widespread community benefits, including community cohesion and social inclusion.
- *Encouraging non-car ownership.* The single greatest factor increasing car mileage is increasing car ownership levels. The availability of home delivery services and good local shops can 'tip the balance' in long-term decisions about car purchase.



- *Greater variety of goods available*, particularly in the rural areas of Wales. Home shopping enables the consumer to buy a wide variety of goods without having to travel long distances to make purchases.

Running a Home Shopping Campaign

1. Conduct a survey to find out what demand there is for home shopping at present and under what circumstances people would consider home shopping as an alternative to driving, particularly for heavy regular shopping trips like groceries.
2. Identify measures that can help the uptake of home shopping. This could include for example refrigerated storage areas in housing developments so that deliveries made during the day remain cool until they can be collected.
3. Approach retailers in the area who do not currently offer home shopping services to determine whether the demand for home shopping that has been identified in the survey would make them reconsider offering a service. If not, find out if working in groups with other shops might help, or grants towards necessary distribution and delivery equipment.
4. Market the benefits of home shopping widely in the area, and publish a list of all retailers who offer home shopping services.
5. Monitor the uptake of home shopping services to determine the effectiveness of the campaign.

Case Study: Cyberlink ICT Bus

- Cyberlink is a mobile ICT vehicle in Bridgend County Borough designed to work where there is no permanent library internet facility. The vehicle is fitted out with six desktop PCs, printer and scanner, and has a satellite broadband internet connection
- The bus provides training in ICT skills and enables local people without their own computers to have access to home shopping services, as well as learning opportunities, word processing, digital photography and other ICT services
- During the week the bus visits eight different locations, mostly offering open-access internet sessions to the public
- Funding for the purchase of the Cyberlink bus was provided by the Welsh Assembly Government while the National Lottery New Opportunities Fund provided three years revenue funding.

Case Study: Farmers' Markets

- Local farmers' markets have been set up in many areas of Wales, offering fresh, high quality, locally produced food. They help farmers and other producers sell directly to the public so that they can earn a higher price for their produce. Just a few examples of farmers' markets are Bridgend, Cardiff Riverside, Aberystwyth, Colwyn Bay, Denbigh and Chirk
- Bridgend farmers' market has been in existence since 1999. It runs a monthly farmers' market selling locally produced food. Most sellers are based within a 35 miles radius of Bridgend and most customers are also local, so associated food miles are low. A wide variety of fresh produce is available including lamb, beef, pork, trout, venison, cheese, free-range eggs, vegetables, farmhouse preserves, honey, chicken, soup, pies, cakes and bread. As well as the monthly market, many of the stallholders offer a mail-order service with goods delivered fresh to customers' doorsteps.

Case Study: Green Cuisine Organics

- Green Cuisine Organics is an online organic supermarket based in Cardiff. The supermarket, established in 1990, offers a range of organic vegetable and fruit boxes, or orders can be made from the full range of over 300 product lines, including fresh fruit and vegetables, dairy products, tinned goods, frozen foods, groceries, drinks and household goods
- Goods can be ordered online on the website <http://www.greencuisineorganics.net/> and delivered to homes in Cardiff and the surrounding area for a £2 delivery charge. Alternatively orders can be picked up from their Cardiff pick-up point
- Green Cuisine stock as much produce as possible from small independent Welsh producers. Food miles generated are much lower than for most supermarkets.

The Online Organic Supermarket

South Wales leading home delivery service of organic food

Case Study: Cambrian Organics

- Cambrian Organics is a co-operative set up by a group of four farmers in Llandysul in Ceredigion. The co-operative produces and sells organic meat and poultry products
- Customers can order online on the website <http://www.cambrianorganics.com/> and delivery is made within 10 days anywhere in the UK by courier in vacuum-packed refrigerated containers.



