

EXECUTIVE SUMMARY

The Transport Act 2000 places a statutory duty on local authorities to prepare and publish a Local Authority Bus Strategy (LABS).

The Vale of Glamorgan Council produced a LABS in 2003 and we are committed to its review. The revised LABS (2004) has been prepared in accordance with both South East Wales Transport Alliance (Sewta) objectives and the objectives outlined in the Vale of Glamorgan Local Transport Plan (LTP) and Unitary Development Plan (UDP).

Consultation for this strategy was undertaken with members of the public through a series of public exhibitions at 4 different locations in the Vale, internal representatives of the Vale of Glamorgan Council, external stakeholders and the Council's Scrutiny (Economy and Environment) Committee.

Consultation revealed several key issues concerning existing bus provision in the Vale of Glamorgan, including the need to improve frequency outside the main corridors, improved service monitoring, improved reliability and improved information provision.

This 'Strategy' (2004) reviews existing bus service provision and sets out key actions that should be undertaken in order to deliver a high quality bus service that will be well used by passengers.

Key infrastructure actions identified include:

- A programme of improvement works for bus stops to ensure that each has a bus stop flag and pole, timetable cases and raised boarding platforms with tactile paving;
- The need for an infrastructure audit to identify potential weaknesses;
- The need to consider to the introduction of Real Time Passenger Information in the longer term and also to support existing Park and Ride arrangements currently being progressed by Cardiff Council.

The Strategy also proposes key revenue actions, these include:

- The Council's commitment to investigate options for the provision of a more integrated system of ticketing;
- The need to provide accurate and easily obtainable travel information at all stages of the public transport journey;
- To improve safety and security;
- To carry out monitoring checks to help towards providing a more formalised process of tendering for school services and;
- To continue the promotion of Travel Plans including the development of a Travel Plan for the Vale of Glamorgan Council.

The LABS (2004) has 4 associated documents:

1. **Information Strategy** – the purpose of this document is to set out how information can be effectively communicated to existing and potential users of bus services at the right time and in the right place. The Strategy seeks

to make improvements to the quality and provision of information for those who require it. The Strategy identifies the required information and the appropriate ways in which it will be delivered.

2. **Outline Quality Bus Partnership** – this document sets out an outline quality bus partnership that would underpin the measures contained within the LABS (2004) and would also promote integration and cooperation between all parties involved in the provision of bus services.
3. **Developer Contribution Benchmark Document** – this document seeks to illustrate how the Vale of Glamorgan Council will approach the issues of seeking developer contributions to assist with the improvement of bus services and infrastructure.
4. **Programme and Action Points** – this document sets out a proposed phased implementation programme and provides key action points that will be necessary in order to achieve a bus service that fulfils the Council's aspirations.

The success of the Strategy will be assessed through a two-tier programme of monitoring that will establish regional and local trends.