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# 1 INTRODUCTION

## 1.1 Requirement for the Local Authority Bus Strategy

1.1.1 The Transport Act 2000 places a statutory duty on local authorities to prepare and publish a Local Authority Bus Strategy (LABS). This requirement presents an opportunity to produce a Strategy, which sets out how bus services and facilities in the Vale of Glamorgan can be improved in order to tackle the decline in bus patronage over the last 30 to 40 years and the associated increases in car use and congestion.

## 1.2 Commitment to Revision of LABS

1.2.1 The Council acknowledges the need for an early review of the 2003 LABS. Action Point 12 of the 2003 LABS commits the Council to ensuring that users are engaged in the process of strategy development. This commitment highlights the need for the revised LABS (2004) to be more inclusive and ensure that the policy framework and programme are realistic and achievable.

## 1.3 Regional Objectives

1.3.1 The objectives for the revised LABS (2004) should accord with the South East Wales Transport Alliance (Sewta) objectives.

1.3.2 Sewta is made up of the ten local authorities (including the Vale of Glamorgan Council) that were previously represented by the SWIFT (South Wales Integrated Fast Transit) and TIGER (Transport Integration in the Gwent Economic Region) consortiums. Sewta oversees all regional public transport developments within its area. It aims to meet its objectives with the support of the Welsh Assembly Government and by working closely with bus and rail operators and user groups.

1.3.3 Sewta's core aim is 'working for better co-ordinated and more effective transport for people and businesses in South East Wales'. Sewta's objectives are as follows:

- *Objective 1* - to work in partnership with the people and with organisations with a stake in transport in South East Wales;
- *Objective 2* - to co-ordinate the delivery of an integrated transport strategy for South East Wales, seeking to influence the modal choice through an appropriate mix of transport projects and supporting policies in transport and related fields;
- *Objective 3* - to promote the essential role of transport in economic and land use planning, and to influence land development to make the necessary provision for transport, and in particular public transport;
- *Objective 4* - to ensure that full account is taken of safety, sustainability and social inclusion in transport plans and schemes;
- *Objective 5* - to seek to increase the resources for transport in Wales, and to maximise the share availability for South East Wales;
- *Objective 6* - to pursue common standards for transport across the whole of South East Wales based on best practice; to seek, cost-effective use of

resources; and to identify and monitor targets to judge the success of its strategy; and

- *Objective 7* - to drive the policy debate as a champion for transport, and in particular public transport; and to raise awareness of the role of local government in transport.

#### **1.4 Vale of Glamorgan Strategy Objectives**

1.4.1 The overarching objective in the Vale of Glamorgan Council's Local Transport Plan: August 2000 (LTP) is *"to work closely with transport stakeholders to achieve a more efficient, equitable and sustainable transport network in the Vale of Glamorgan."*

1.4.2 The LTP identifies the Council's primary objectives for transport and provides a robust set of policies for the implementation of a more integrated approach to transport. The plan identifies several problems that need to be addressed if a 'real' alternative to the car is to be provided, including the provision of a convenient, reliable and comprehensive public transport network.

1.4.3 The Council's Unitary Development Plan Deposit Draft 1998 (as amended 2003) (UDP), outlines strategic transport objectives including:

- To ensure that a balance is maintained between the need to facilitate the development of the local economy, environmental concerns and social considerations, in order to create a safe, efficient and equitable transport network for the Vale of Glamorgan;
- To maintain and improve access to employment and services;
- To ensure that developments are accessible by means of travel other than by private car;
- To encourage greater use of public transport, cycling and walking;
- To safeguard road lines and routes/sites of approved transport schemes; and
- To improve the safety and convenience of all means of transport.

1.4.4 Part 1 of the UDP includes strategic policies including:

- Policy 2: Proposals which encourage sustainable practices will be favoured including.....Proposals which are located to minimise the need to travel, especially by car and help to reduce vehicle movements or which encourage cycling, walking and the use of public transport.

1.4.5 Policy 8 states that developments will be favoured in locations which:

- Are highly accessible by means of travel other than the private car; and
- Minimise traffic levels and associated unacceptable environmental effects.

1.4.6 Part II of Unitary Development Plan Policy TRAN 4 favours the proposals for the provision of bus facilities adjacent to railway stations.

## **1.5 Regional Public Transport Strategy (2003)**

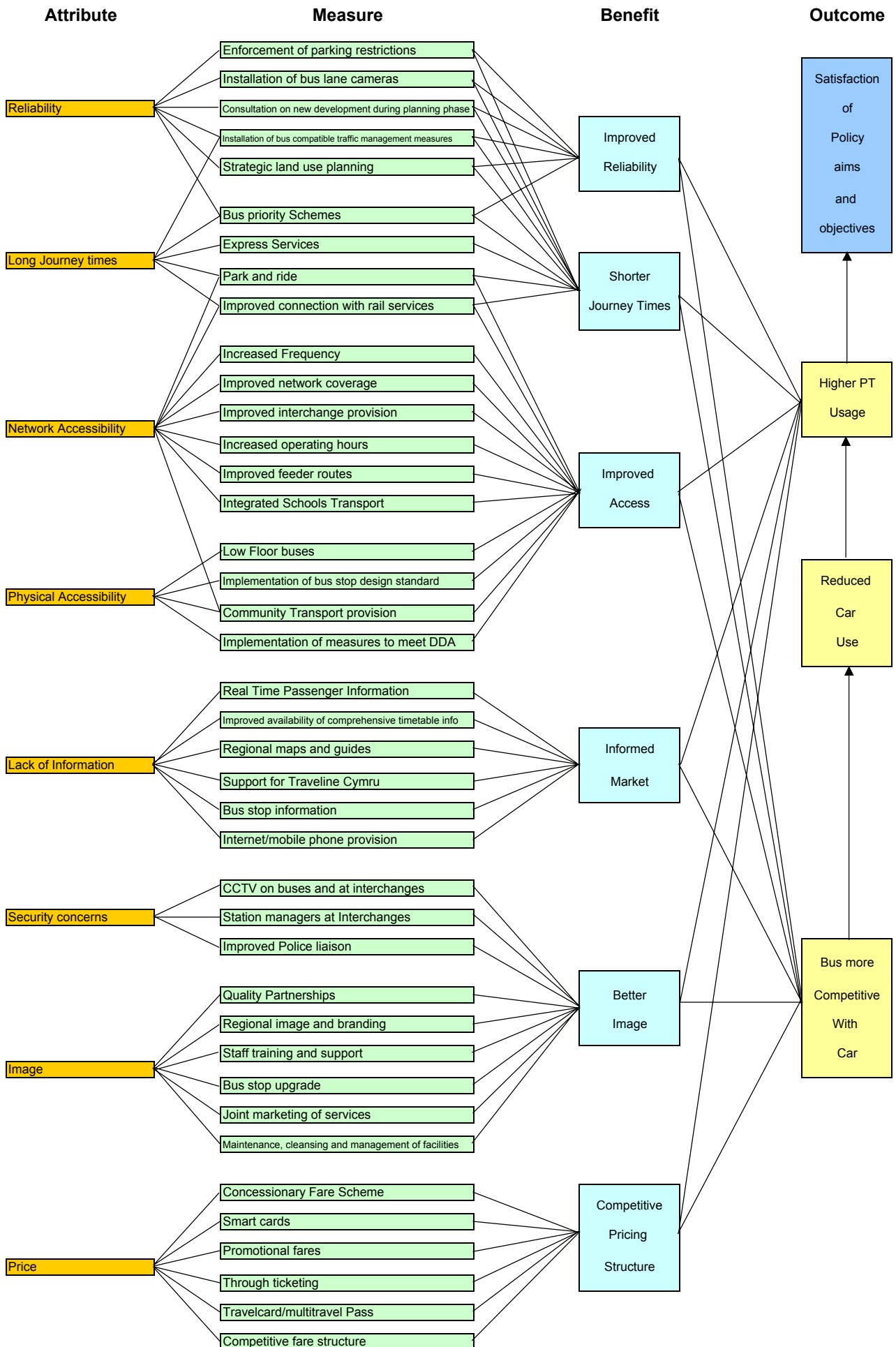
1.5.1 The RPTS was jointly produced by the SWIFT and TIGER consortia and submitted to the Welsh Assembly Government on 30<sup>th</sup> June 2003. The major initiatives with regard to buses include:

- Improved service frequencies delivered through Quality Bus Partnerships throughout the region;
- Bus priority infrastructure enhancements to improve journey speed and reliability, especially on radial routes into Cardiff and Newport city centres;
- Bus access improvements to stops, shelters, boarding and information across the area;
- Introduction of smartcard technology leading to integrated ticketing between bus, rail, parking and other services; and
- Provision of high quality information and expanded “real time” information systems.

1.5.2 This revised LABS (2004) document sets out how the Regional Strategy will be delivered at a local level.

1.5.3 Figure 1.1 taken from the Regional Public Transport Strategy (RPTS) shows a typical journey improvement matrix illustrating the range of measures that can be employed to achieve greater usage of public transport.

**Figure 1.1- Vale Of Glamorgan Journey Improvement Matrix**



## 2 LOCAL ISSUES

### 2.1 Characteristics of the Vale of Glamorgan

- 2.1.1 The main population centres within the Vale of Glamorgan are Barry (47,863) Penarth (22,316), Llantwit Major (10,791) and Dinas Powys (7,959). 70% of the population live in the Waterfront Strip that extends from Penarth to Rhoose. Outside the Waterfront Strip, the main settlements are Llantwit Major and Cowbridge. The remainder of residents are scattered throughout a number of villages with populations of less than 2000 residents. This diversity places particular stresses on the transport system – especially in rural locations where it is not possible to operate bus services without the support of the Council.
- 2.1.2 The main employers in the Vale of Glamorgan are Cardiff International Airport, the chemical complex at Sully, DARA at St Athan, the Council itself and Llandough Hospital. The principal employment areas are Barry and Penarth. Of working residents, only 53% are employed within the Vale area.
- 2.1.3 Whilst health care facilities are available at Barry District Hospital and Llandough Hospital, many patients require treatment at the University Hospital of Wales, Cardiff and at other hospital outside the Vale boundary e.g. Velindre, Cardiff and Prince of Wales, Bridgend.
- 2.1.4 The Vale of Glamorgan UDP outlines a hierarchy of retail facilities, which range from individual convenience/village stores, through local and neighbourhood centres (consisting of approximately 3 to 20 units) to major district centres/supermarkets. With the exception of the Llandow trading Estate and Culverhouse Cross, there has been limited out of town retail development within the Vale, with facilities located outside the boundary at Sarn, and at the City Centre and at Cardiff Bay being major trip generators.

#### *Demographics*

- 2.1.5 The 2001 Census recorded a total population of 119,292 - an increase of 1.02% on the 1991 figure. The number of households was 48,750 in 2001 predicted to rise to 52,200 in 2011.
- 2.1.6 Table 2.1 identifies the main demographic characteristics of the Vale of Glamorgan compared with the national average.

**Table 2.1 Vale of Glamorgan: Characteristics**

Area	Pop ('000's)	Pop Density Per Ha	% House-holds No Car	% House-holds 1 Car	% House-holds 2+ Cars	% Unemployed	% Travel to Work Public Transport	% Travel to Work Private Car
Vale of Glamorgan	119	3.6	21.5	45.3	33.2	3.3	8.4	70.9
Wales	2903	1.4	26	45.5	28.5	3.5	6.5	70.2

- 2.1.7 While the overall picture compares favourably with the national trend, there are a number of local characteristics that influence the transport needs of the area.
- 2.1.8 The age profile of the Vale's population is expected to change significantly with the number of children (up to the age of 15) forecast to drop from 25,000 to 22,000 and the number of people of pensionable age forecasted to increase from 24,000 to 28,100 by 2011.
- 2.1.9 The overall unemployment rate for the Vale was 2.8% in March 2003. However unemployment rates within the Vale show some considerable variations. Many rural areas such as Cowbridge, Llandow, St Brides Major and Wenvoe record unemployment rates below 2%. In contrast, most wards in Barry recorded unemployment rates of between 4% - 6%, many of whom have never worked (for example 16% of unemployed persons in the Castleland Ward have never worked, compared with the national average of 9%). There are an estimated 4,500 businesses in the Vale and major employers include British Airways, DARA, Bosch, Tesco and Dow Corning.
- 2.1.10 Rates of car ownership reflect the variations in affluence across the Vale, with more than 90% of households in the rural wards of Llandow, Peterston, St Brides Major and Sully owning at least one car. These wards also recorded an above average number of multi-vehicle households, with over 50% of households (with the exception of Sully) owning two or more cars.
- 2.1.11 By contrast, an average of 25% of households in the Barry area do not have access to a car, with the Castleland ward recording an ownership rate of 57% compared to the national average of 74%.

### ***Travel Patterns***

- 2.1.12 The RPTS highlights the importance of the relationship between land use and transport. The land use patterns outlined have resulted in three main travel corridors. These are defined in the LTP as:
- Southern Corridor (travel between Llantwit Major, Barry and Cardiff);
  - Airport / M4 Corridor; and
  - Central Vale Corridor (travel between Bridgend, Cowbridge and Cardiff).
- 2.1.13 In terms of travel to work, the Vale has the lowest percentage of residents that work within their unitary area. The RPTS records a net amount of out-commuting, with 26,000 people leaving the authority and 8,000 people coming into the authority to work. Cardiff is the main destination for out-commuting.
- 2.1.14 In common with the rest of Wales, the private car is the dominant mode of travel to work, with a modal share of 71%. Analysis of Census data identified the following trends:
- Wards with the lowest levels of car ownership recorded an above average level of travel to work by bus – suggesting a high rate of bus user captivity.

- In wards with local rail facilities, the level of travel to work by public transport was five times greater than the national trend. This trend was evident in wards that have relatively high levels of car ownership (such as Dinas Powys) and suggests that the public are prepared to choose public transport – providing there is an advantage over the private car (such as cost or journey time).

2.1.15 One of the key challenges therefore is to develop a bus strategy, which offers advantages to the travelling public as a whole while providing access to essential facilities for those without access to a private car.

#### *Seasonal Traffic*

2.1.16 The tourist attraction of Barry Island is a key traffic generator during the summer, which can result in congestion problems on the A4050 from Culverhouse Cross.

2.1.17 Similar issues are also experienced on the approaches to Cardiff International Airport at peak times and it is likely that this situation may worsen if the airport expands.

## **2.2 Background Issues**

2.2.1 There are a range of background issues in the Vale of Glamorgan relevant to the development of this strategy:

2.2.2 *Increase in Personal Travel by Private Car* – there has been continuing growth in travel by car and resulting traffic congestion. Council surveys recorded a 20% increase in traffic on the Barry Docks Link Road (A4321) between 1996 and 1998, and 12% growth was recorded on the A4050 at Wenvoe during the same period (Vale of Glamorgan LTP, August 2000).

2.2.3 *Unitary Development Plan* – the following major areas of residential development have been proposed during the Plan period (1996-2011):

- Barry Waterfront – 1600 units
- Pencoedtre North East Barry – approximately 768 units
- Penarth Haven, Penarth – 463 units.
- Cogan Hall Farm, Penarth – 400 units in Phase 1.
- Rhoose Point – leisure, retailing and employment as well as 500 residential units planned.
- Land north of the railway line, Rhoose – 400 units
- Llandough Fields, Penarth – 65 units
- White Farm, Barry – 130 units
- The Saw Mill site, Ystradowen – 109 units
- Cwm Barri, Barry – 270 units

2.2.4 Development is substantially complete at several of these sites.

2.2.5 *Community Strategy, 2003* - outlines that the provision of timetables, cleanliness of buses and trains, and times of service, are all areas of concern within the community. The Strategy outlines the need to ensure that increasing car ownership does not lead to social exclusion where fewer people need public transport, causing a spiral of decline in bus and train services. Access to Vale resources such as leisure and sporting facilities and the countryside is additionally important for the community as a whole. Action points on these matters contained in the strategy are to:

- Reduce dependency on the private car in favour of increased use of public transport and cycling; and
- Improve access to leisure facilities, local green areas and the countryside.

2.2.6 Access to employment through a sustainable transport network is seen as a vital component of a healthy economy in providing efficient movement of goods and people. Action points on these matters contained in the strategy are:

- Improved environment and better public transport links and car parking facilities in town centres;
- Secure sustainable improvement to the transport infrastructure to improve access for all to employment and recreational opportunities and reduce traffic congestion;
- The re-opening of the Vale of Glamorgan line for passenger services, with new stations at Llantwit Major and Rhoose and the redevelopment of Barry Docks Station; and
- Strategic highway investment to address traffic problems at Culverhouse Cross and improve links to Cardiff International Airport and Barry Waterfront and between Barry Waterfront and Cardiff Bay.

2.2.7 *Vale of Glamorgan Railway Line* - this scheme aims to develop the Vale of Glamorgan Line to provide a passenger rail service between Bridgend and Cardiff via Barry. New interchanges will be provided at Llantwit Major and Rhoose, with platform refurbishment at Bridgend. Each facility will aim to improve integration for buses, cars, cyclists, pedestrians and taxis.

2.2.8 *Barry Central Station* - Work is progressing on the introduction of a fully integrated transport node, with land use investigations ongoing. Completion of this scheme is planned for 2006/2007.

## **3 STRATEGY CONSULTATION**

### **3.1 Introduction**

- 3.1.1 This section highlights the main elements of consultation undertaken during the preparation of the revised LABS. A list of internal and external stakeholders is provided in Appendix 1.

### **3.2 Public Exhibitions**

- 3.2.1 A series of exhibitions were held at four different locations in the Vale of Glamorgan (Barry, Penarth, Llantwit Major and Cowbridge). The exhibitions took place during October 2003 with questionnaires provided to enable the public to express their opinions on the current bus service provision.
- 3.2.2 Overall, the public felt bus service provision in the Vale is good. However, the main areas where improvements were requested were the reliability and frequency of services (particularly late at night), the comfort and cleanliness of services, security (especially at night) and the provision of information. The public felt that information was difficult to get hold of and at times outdated. The service provided by Traveline was considered by some as expensive and understaffed.

### **3.3 Internal Consultees**

- 3.3.1 Internal Council stakeholder meetings were also undertaken in October 2003. Internal stakeholders recognised problems with poor information provision and highlighted the need for priority to be given to this area. The bus service alone was not viewed as a realistic solution to traffic congestion in the Vale, but could form part of a package of measures. Internal Council stakeholders felt that the LABS (2004) should emphasise the subsidising of public transport, improving school transport and the quality of buses, information provision and accessibility to towns and villages in the Vale.

### **3.4 External Consultees**

- 3.4.1 External stakeholders were consulted via a postal questionnaire. There was a low response rate to the external consultation, but those that responded agreed that high priority should be given to improving bus services in the Vale, strongly agreeing that buses should have greater priority on the roads, even at the expense of other road users.

### **3.5 Scrutiny Committee**

- 3.5.1 The final part of the consultation process was a Scrutiny Committee meeting held in November 2003. This session was attended by Councillors from the Scrutiny Committee, Vale of Glamorgan Council Officers, local bus operator representatives and Capita Gwent Consultancy representatives. Attendees were divided into workshop groups to discuss and report views on buses in the Vale.

- 3.5.2 Information provision, reliability through the introduction of bus priority measures and integration of the bus and rail service were identified as priorities. Other issues raised that were felt to be of importance include the cleansing and maintenance of infrastructure, providing value for money and ensuring funding is secured and prioritised appropriately.
- 3.5.3 Overall a 'walk before you can run' approach was proposed i.e. getting the simple aspects of bus services performing well before more advanced areas are pursued.

### **3.6 Consultation Process - Summary**

- 3.6.1 All groups included in the consultation process concluded that provision of information is poor and would like to see a high priority given to its improvement in the future. A further aspect of concern raised by all those consulted was safety, especially on late night services and the cleanliness and maintenance of infrastructure in order to give an overall positive image of the bus service. Reliability and frequency were also felt to need improving.

## 4 LOCAL TRANSPORT PROVISION

### 4.1 Service Providers

4.1.1 The introduction of the 1985 Transport Act significantly reduced the role of the local authority in bus service provision. Previously authorities were responsible for the planning and regulation of the bus network. However, deregulation has passed decisions on routes, timetables and fares to private companies. The Act also removed the ability to cross subsidise non-profit making routes - restricting the powers of the authority to only individual routes that are considered socially necessary. Previously the authority could subsidise a network of services to the benefit of all users.

4.1.2 As a result of this change, private companies provide the majority of bus services, with the Council effectively plugging gaps in the commercial market. Therefore there is a need for co-operation between a number of agencies to deliver an effective bus network. Table 4.1 outlines the roles and responsibilities of each agency involved in bus provision within the Vale of Glamorgan.

**Table 4.1 Key Responsibilities of Local Bus Service Providers**

<p><b>Vale of Glamorgan Council</b></p> <ul style="list-style-type: none"> <li>• Subsidises non profit making services, but socially necessary services</li> <li>• Installs and maintains the majority of bus stops</li> <li>• Maintains the road network and bus priority measures to assist the flow of buses</li> <li>• Prepares bids for funding transport improvements</li> <li>• Provides funding for schools, social services and community transport</li> <li>• Produces strategies to improve local public transport provision</li> <li>• Monitors changes to the commercial bus service network</li> <li>• Manages and administers the network of socially necessary bus services</li> <li>• Administers the concessionary fare scheme for the elderly and disabled people</li> <li>• Promotes public transport through marketing and related initiatives</li> <li>• Administers grants for community transport</li> <li>• Produces timetable information for display at bus stops at certain locations</li> <li>• Maintains footpaths and foot way network to enable pedestrian access to transport services</li> <li>• Manages the highway network and liaises with transport operators in respect of planned or emerging road/highway works</li> </ul>
<p><b>Bus Operators</b></p> <ul style="list-style-type: none"> <li>• Own and run buses</li> <li>• Certain operators maintain their own information in their timetable cases.</li> <li>• Employ, train and manage bus drivers</li> <li>• Set bus fares (apart from concessionary fares)</li> <li>• Supply information 'Flags' at bus stops</li> <li>• Plan the majority of bus routes</li> </ul>
<p><b>South East Wales Transport Alliance</b></p> <ul style="list-style-type: none"> <li>• Defines regional standards for shelters and bus provision</li> <li>• Develops a regional strategy for improving bus services</li> <li>• Undertakes regional bus trend monitoring</li> <li>• Coordinates funding bids to the Welsh Assembly Government for infrastructure improvements</li> </ul>

## 4.2 Existing Bus Provision

4.2.1 There are 34 bus routes in operation in the Vale of Glamorgan (excluding fare paying registered school buses). These are provided by six operators:

- **Cardiff Bus** – the dominant operator, both in terms of number of routes and passengers carried. The majority of their services are run on a commercial basis. They operate the main corridor routes in the Vale from Cardiff, Penarth, Dinas Powys and Barry. They also provide services to the West of the Vale between Barry and Llantwit Major, Barry town Circular and St Fagans and Peterson and on into Talbot Green.
- **EST Transport** – operate nine full services in the Vale one of which is operated commercially. Areas served by EST include, Llantwit Major, Cardiff Airport, Barry town circular, Cowbridge, Bridgend, Barry, Ystradowen and Pontyclun.
- **First Cymru** – operate along the A48 between Bridgend, Cowbridge and Cardiff.
- **2 Travel** – Currently operate 2 supported Sunday services.
- **Thomas Motors (part of Shamrock Group)** – operate services, which are partly or fully supported. Two of their routes are operated commercially. Thomas Coaches provide services to the Hospitals and Airport and around the areas of Dinas Powys, Penarth, Llantwit Major, St Athan and Cowbridge.
- **Bebb Travel** - provide a Sunday only facility linking Peterston with Cardiff.

4.2.2 A list of services is provided in Appendix 2.

## 4.3 Route Coverage

4.3.1 The Vale of Glamorgan has a well-developed bus network which links virtually all villages and hamlets to the main regional centres. The network serves a range of destinations, however, many journeys will require some form of interchange that incurs a time/cost penalty. This is particularly pertinent for passengers using the strategic coach/rail networks or primary health care services located outside the Vale's boundaries. The Vale of Glamorgan Service Bus Network is illustrated in Figure 4.1.

4.3.2 To provide coverage to an extended number of destinations, a network of village bus services operate around the Llantwit Major and Cowbridge areas, which include a number of innovative demand - responsive 'divert-a-bus' services. These services provide socially necessary transport for destinations where a regular bus service would be an inefficient use of resources. The services are open to all users, and unlike some community transport schemes, fall within the remit of the All Wales Concessionary Fare Scheme.

4.3.3 To access the direct bus service, passengers requesting the bus to divert are required to contact the booking service one day in advance (to enable driver schedules to be updated). However, passengers may inform the driver upon boarding, of desired diversion. The service pattern has a period of recovery time built into the operating schedule.



- 4.3.4 Although patronage levels may be considered modest in comparison to the commuter driven services on the main corridors, operator experience has identified a high level of regular users – demonstrating the success of the initiative.

#### **4.4 Operating Hours**

- 4.4.1 The majority of services operate between 07:00 and 18:00, Monday to Saturday. A major shortcoming of the existing network is the lack of evening and Sunday services outside the core east/west corridors of Bridgend to Cardiff and the Airport to Cardiff (via Barry/Penarth) corridor - which provides services until 23:00.
- 4.4.2 The lack of coverage outside the core hours restricts the ability of the bus network to satisfy the social needs of people without access to a private car, especially those in the deepest rural vale area. This situation does not fully enable a modal shift for car users – in particular those persons employed outside the traditional Monday to Friday '9 to 5' working hours.

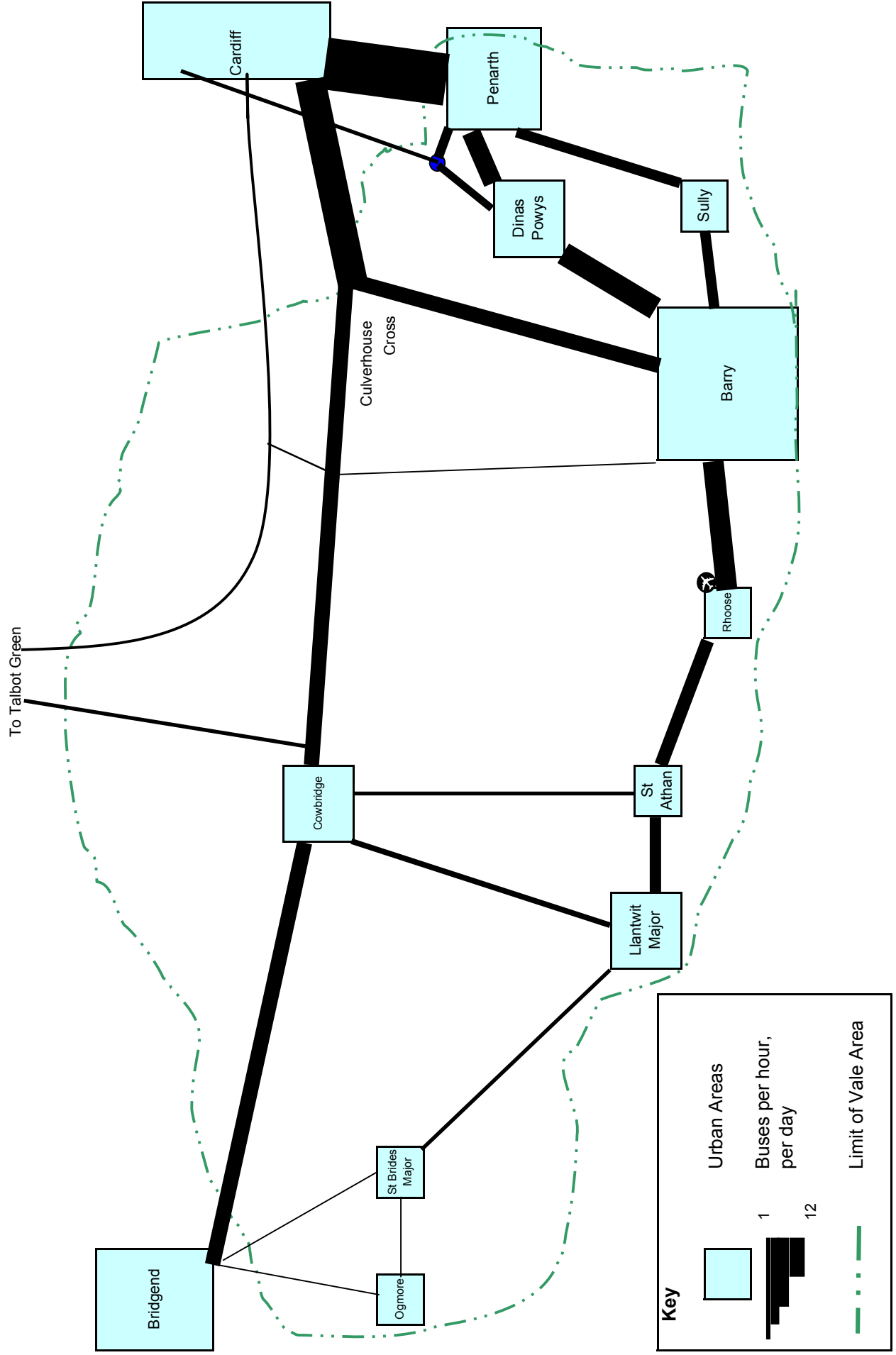
#### **4.5 Frequency**

- 4.5.1 Services operating along the main arterial routes between the Vale and Cardiff/Bridgend exhibit a high daytime frequency, with a peak of 14 buses per hour running between Penarth and Cardiff. A diagram of the average daytime frequency between main urban areas is shown in Figure 4.2.
- 4.5.2 Outside the main corridors, daytime frequency levels are much lower, generally 2 hourly or less. Although this service level enables a measure of social inclusion through access to essential services, it does not adequately enable interchange with other modes.
- 4.5.3 Services which exhibit lower frequency levels cannot compete with the convenience of the private car and do not encourage increased public transport use.

#### **4.6 Patronage**

- 4.6.1 Sewta is currently preparing a monitoring programme to replace that of the former SWIFT consortium. The availability of patronage data is currently limited to that collected every October as part of the former SWIFT monitoring programme, with supplementary data collected on an ad-hoc basis to identify passenger use on supported services.
- 4.6.2 Cordon Surveys have been undertaken at key locations along SWIFT corridors that link the Vale and Cardiff. These are supplemented by depot surveys to examine underlying trends.

**Figure 4.2 Average Daytime Frequency Between Main Urban Areas**



4.6.3 There are two designated corridors that originate in the Vale of Glamorgan:

- Corridor D - Northern Vale of Glamorgan/Bridgend; and
- Corridor E - Southern Vale of Glamorgan.

4.6.4 The results for each corridor are illustrated in Tables 4.2 and 4.3.

**Table 4.2 Corridor D Comparison, 1999-2001**

	<b>October 2000</b>	<b>October 2001</b>	<b>2000/01 Change</b>
<b>Adult trips</b>	37185	32252	-13.27%
<b>Child trips</b>	5979	5187	-13.25%
<b>Concessionary trips</b>	15111	14663	-2.96%
<b>Total</b>	<b>58275</b>	<b>52102</b>	<b>-10.59%</b>

4.6.5 These figures do not include any data from First Cymru, which would include the data of the main corridor 'D' service X2 Bridgend to Cardiff via the A48.

**Table 4.3 Corridor E Comparison, 1999-2001**

	<b>October 2000</b>	<b>October 2001</b>	<b>2000/01 Change</b>
<b>Adult trips</b>	144717	137929	-4.69%
<b>Child trips</b>	28391	26452	-6.83%
<b>Concessionary trips</b>	44905	45264	0.80%
<b>Total</b>	<b>218013</b>	<b>209645</b>	<b>-3.83%</b>

4.6.6 There is concern about the accuracy of some of the data that has been supplied by the operators for this corridor. It should be noted that for both corridors D and E, the background information for the areas covered by the relevant depots shows a fall of 3% (Corridor D) and a gain of 4% (Corridor E).

4.6.7 In contrast, rail patronage has demonstrated high rates of growth. CAPRI rail data collected by the Train Operating Companies for the period 1997 to 2001, has recorded the following trends:

- Patronage on the Barry to Cardiff line increased by 35%; and
- Patronage on the Penarth to Cardiff line increased by 21%.

4.6.8 Discussions between the former SWIFT consortium and the train operators identified the following factors that may account for this trend:

- Improvements since 1997 in punctuality and reliability;
- Improvements in station facilities and appearance, including provision of CCTV, customer information systems, re-signing and extra park & ride sites;

- Improvements in the attractiveness of fare products, especially season tickets;
- Improvements to train interiors;
- Economic buoyancy of Cardiff; and
- Increasing congestion on the A4055/A4050 routes into Cardiff.

4.6.9 The increase in rail patronage demonstrates the viability of public transport – provided the whole product satisfies user requirements. The measures implemented provide a number of valuable lessons that should be incorporated into the Strategy where possible.

#### 4.7 Reliability

4.7.1 Bus service reliability and punctuality was cited as a major issue in the satisfaction of existing users and poor reliability, one of the main barriers in attracting potential users.

4.7.2 Currently a limited programme of reliability monitoring is undertaken each October, consisting of cordon surveys at three main sites in the Vale:

- High Street, Cowbridge;
- Eastbrook, Dinas Powys (monitoring commenced 2003); and
- Windsor Terrace, Penarth.

4.7.3 Surveys are undertaken during the morning peak on two days. The results are illustrated in Table 4.4.

4.7.4 Additional spot checks on reliability are carried out as necessary by a team of temporary surveyors.

**Table 4.4 Bus Service Reliability: Percentage of Bus Services Meeting the Traffic Commissioner’s Standard**

Site	2001	2002	2003	% Change 2001-2003
<b>Cowbridge</b>	78	69	59	19% decline
<b>Dinas Powys</b>	N/A	N/A	68	N/A
<b>Penarth</b>	76	87	90	14% improvement

4.7.5 The sample sizes are relatively small, however, they provide a valuable snapshot of service reliability in the Vale and record the level of service received by an impromptu user.

4.7.6 Reliability improvements have been recorded at the Penarth site. However, the general levels are below the standards promoted by the Traffic Commissioner, which state that 90% of buses should arrive within 5 minutes of the published time.

## **4.8 Interchange Opportunities**

- 4.8.1 Many journeys (especially to and from rural Vale across the Council's boundary) require a change of service. The provision of a high quality infrastructure, which offers quick and easy transfer, is a key factor in enabling buses to compete with the car.
- 4.8.2 The Vale of Glamorgan is not currently served by any long distance coach services; the nearest access points to these are Cardiff and Bridgend. Therefore people wishing to use the coach service will need to travel by another mode first.
- 4.8.3 There is a lack of long-distance destinations served on a Wales wide basis, particularly to the west of Swansea. There is also a lack of a direct North to South Wales link. The Welsh Assembly Government's 'Longer Distance Bus and Coach links in Wales', 2003 highlights the principal constraints in providing services, emphasising the relationship between demand and the requirement to ensure commercial viability or Best Value for public funding. The report identifies eight routes on strategic corridors that satisfy this demand and funding criteria, none of which pass through the Vale.
- 4.8.4 The best potential for developing long distance coach travel may be through the provision of 'Flight link' services to/from Cardiff International Airport. Development of this type of service is dependent on passenger growth at the airport.
- 4.8.5 The RPTS identifies 7 main interchange sites within the Vale as part of the Sewta network. These are:
- Barry;
  - Cadoxton;
  - Cardiff International Airport;
  - Cowbridge;
  - Penarth;
  - Dinas Powys; and
  - Llantwit Major.
- 4.8.6 These sites also facilitate internal movements between the regional centres of the Vale.
- 4.8.7 An audit of interchange sites and the provision of facilities, produced by Sewta is shown in Table 4.4.

**Table 4.4 Passenger Interchange Facilities**

Interchange name	Shelter	Seating	Toilets	Telephone	Lighting	Taxi Rank	Cycle Stands	Real Time Information	Bus/Rail Interchange
Barry Rail Station	Y	Y	Y	Y	Y	Y	N	Y (but not for bus)	N
Cardiff International Airport	Y	Y	Nearby	Nearby	Y	Y	N	N	N
Cowbridge High Street	Y	Y	Nearby	Y	Y	N	N	N	N
Llantwit Major Bus Station	Y	Y	Nearby	Y	Y	N	N	N	N

4.8.8 The results of this audit identify a number of weaknesses with existing provision, in particular:

- Lack of secure cycle facilities;
- Lack of taxi facilities;
- Lack of bus/rail integration; and
- Variable public transport information provision.

4.8.9 Additional work will be required at each interchange to identify areas for improvement.

#### 4.9 Bus Stops and Shelters

4.9.1 Bus stops are a vital element in the transport network, performing a number of functions that include:

- Access point to the public transport network;
- Waiting location for passengers;
- Service number and destination information;
- Provision of Bus timetable information;
- Acting as a shop window for the perceived level of service; and
- Facilitating interchange with connecting services;
- Provide shelter from the elements, and where practical respite in the form of seating.

4.9.2 Data obtained from Traveline Cymru (collected as part of the nationwide NaPTAN project) identified bus stop provision in the Vale as presented in Table 4.5.

**Table 4.5 Bus Stop Provision in the Vale of Glamorgan**

Stop Type	Number
Unmarked/hail and ride	140
Identified with flag/pole – without shelter	477
Identified with flag/pole – with shelter	206
<b>Total</b>	<b>823</b>

- 4.9.3 A quarter of stopping locations are fitted with a waiting shelter. The Council are responsible 193 of these shelters. Adshel maintains the remaining 13 shelters in return for sole advertising rights. An additional 30 shelters are in the process of being transferred to Adshel, bringing total shelter stock to 236.
- 4.9.4 Currently, the Council provides the flagpole at all marked stops, with the operators providing the bus stop flag. This situation results in a number of weaknesses, which include:
- Potential delay between installation of the pole and flag;
  - Variation between the information provided at each stop; and
  - Potential confusion where more than one operator serves a stop.
- 4.9.5 In addition, where there is a change of operator, the bus stop flags may be removed, resulting in a period during which there is no flag. To the bus user, this can create confusion as it may appear a stop or service has been removed from the network.
- 4.9.6 Of the marked stops, 9 have raised boarding platforms and 63 are provided with a seat. This lack of infrastructure has particular implications for the mobility-impaired and may present a barrier to travel on buses.

#### **4.10 Bus Priority and Access**

- 4.10.1 Buses are able to move far greater numbers of people on the same amount of road space compared to the car. Buses are adversely affected by traffic congestion and must therefore have a good on-street operating environment.
- 4.10.2 There are currently no bus priority measures in place within the Vale of Glamorgan. However, two schemes are planned on the main Sewta Corridors into Cardiff. These are along Cardiff Road in Dinas Powys and along Port Road, Wenvoe.
- 4.10.3 Bus prioritisation at Cardiff Road, Dinas Powys and at the A4050 Port Road, Wenvoe remains problematic. No progress has been made on the Wenvoe scheme, as this is dependent upon the results of the Culverhouse Cross/Cardiff Airport Access road study being undertaken by Welsh Assembly Government. At Cardiff Road, Dinas Powys, negotiations on land purchase are close to being finalised, the final scheme is dependent on developments at the Sports Village in Cardiff.
- 4.10.4 The original scheme on Cardiff Road has been adapted as a result of a study by Atkins (August 2002), with significant improvements to junctions at Merrie Harriers Public House now included. The Council remains committed to the revised scheme and sees its implementation as a major element in obtaining modal shift and improving public transportation provision at Barry, Penarth and Cardiff corridors. However, the final scheme will be linked to several major Cardiff Bay developments and investigations are continuing to assess the traffic impacts of these.

- 4.10.5 Additional work is required to identify other areas in the Vale that may benefit from the implementation of bus priority measures.

#### **4.11 Ticketing and Fares**

- 4.11.1 Within the Vale bus network, operators are responsible for the determination of fare levels and the collection of fares.

- 4.11.2 Due to differences of policy and cost between operators there is variation in both fare structures and ticketing regimes. For example Cardiff Bus has recently introduced a zonal fare policy, while other companies operate tapered or flat fare structures. In addition virtually all Cardiff Bus services now require the exact fare, while others give change.

- 4.11.3 These differences add complexity to user's journeys and may act as a barrier to public transport use – particularly to the occasional user.

- 4.11.4 This situation is exacerbated on those journeys, which require a change of service, with passengers usually having to pay twice – even where the second part of their journey is with the same operator. This may also result in the user paying a higher fare than if the same journey distance had been covered by a single vehicle.

- 4.11.5 While all operators offer standard single, return tickets, or period passes (weekly, monthly, etc) most offer some form of promotional tickets – which often have limitations or restrictions on their use. Again this situation results in confusion to the bus user. Examples of current schemes include:

- *Multiride* - this ticket allows travel anywhere in Cardiff and Penarth for 7 consecutive days - £11.60 for (adults) and £5.60 for children. Seven different combinations of the multiride ticket exist, available on weekly, monthly, quarterly or annual basis.
- *City Rider* - full day unlimited travel on bus services in Cardiff and Penarth - £3.30 for adults and £2.20 for children.
- *Network Rider* – full day's unlimited travel on all Cardiff Bus, Newport Transport, Stagecoach in South Wales, Bebb Travel, Glyn Williams Travel.
- *Firstday* - unlimited travel for one day on all network services.
- *Firstday under 18 ticket* - unlimited travel on all FIRST local bus services in South Wales at £1.90 after 6:00pm, at weekends and during school/college holidays.
- *Firstweek* - unlimited travel ticket for 7 days on al local FIRST bus services.
- *Barry Transfer* – Enables one change between Cardiff bus services in central Barry

- 4.11.6 There are a limited number of inter-operator/inter-modal tickets available which include:

- *Network Rider* – unlimited travel on Cardiff Bus, Stagecoach, Bebb, Glyn Williams Travel and Newport Transport.

- *PlusBus* – bus add on ticket for rail travellers arriving at Cardiff Central.
- *Capital Card* – allows off peak travel on Valley lines services and Cardiff Bus (including Cogan and Penarth services).

4.11.7 Whilst these initiatives are a step forward, there is little coverage west of Barry, with most schemes focused on travel to and within Cardiff.

4.11.8 One notable exception has been the introduction of the All Wales Concessionary Fare Scheme for buses and the freedom of Wales Flexi pass aimed at the tourist market and is valid in both bus and rail (refer section 4.15).

#### **4.12 Information Provision**

4.12.1 Traveline Cymru is a public transport service, which provides times and routes of all bus, coach, rail, ferry and air services in Wales. Their database now includes nearly all bus service timetables for Wales. It has information on the provision of all bus stops. Information is provided in both English and Welsh. Traveline also have a website ([www.traveline.org.uk](http://www.traveline.org.uk)) which includes a journey planner. The Traveline telephone service is available every day (except Christmas Day) from 0700 to 2200 hours. At present, all buses carry the Traveline contact details.

4.12.2 The Vale of Glamorgan Council's website also provides information on bus timetables and service changes ([www.valeofglamorgan.gov.uk](http://www.valeofglamorgan.gov.uk)). The website gives details of bus companies and their contacts as well as for Traveline Cymru.

4.12.3 There are 206 bus shelters in the Vale; nearly all of these have display cases containing timetable information. Maintenance of the shelters is undertaken as and when required. On the main corridors and where there is a dominant operator, the operator is responsible for timetable maintenance. Where there is more than one operator working a route there can be conflicts with respect to displaying appropriate timetables and maintaining accuracy. Presentation of information differs between operators. In certain locations, stop specific timetables, showing all operator services, have been prepared and are maintained by the Council. In the deeper rural Vale, where services are generally supported, the Authority has historically taken charge of maintaining cases at stops and the information contained in them.

4.12.4 Gradually, all bus stops are being named, although many services in the Vale of Glamorgan operate on a 'hail and ride' basis. Operators install bus flags, so the provision of information varies greatly.

4.12.5 There is an information kiosk available in Kings Square, Barry. However, this facility is maintained by Cardiff Bus and has very limited opening hours.

#### **4.13 Safety and Security**

4.13.1 The Council's LTP outlines funding that has been made available by the Welsh Assembly Government for improvements to facilities at stations. It is hoped that some of this can be used for investigation into the possible introduction of CCTV. In addition, improved pedestrian links and lighting at Barry Station are to be

introduced to help to reduce the fear of crime in the area.

- 4.13.2 The LABS (2003) outlines the Council's commitment to investigating the provision of modern security and safety systems for bus vehicles, shelters and interchanges. This process is currently underway and is being conducted in consultation with operators and other stakeholders.

#### **4.14 Cleansing and Maintenance**

- 4.14.1 Bus stops and shelters that are clean and well maintained will aid in providing a quality service and leave passengers feeling secure and unthreatened. In addition, vandalised areas that are repaired immediately discourage further attacks. Therefore a regular cleansing and maintenance regime is vital to maintain public confidence and ensure that money spent on improving infrastructure is justified.
- 4.14.2 The RTPS outlines that the maintenance standards in respect of frequency of cleaning and painting and response/repair time will be improved to a standard agreed by all Sewta authorities.

#### **4.15 Concessionary Fares**

- 4.15.1 The Council participates in the All Wales Concessionary Fares Scheme in common with all other Welsh Unitary Authorities. This allows free travel for people with disabilities or persons aged 60 or over
- 4.15.2 In 2003 15,584 passes were issued to an elderly population of 24,000.

#### **4.16 Supported Services**

- 4.16.1 Some commercial routes become uneconomic due to low patronage, which results in them being withdrawn from commercial service. Where this happens, local authorities have the option of subsidising those services, deemed "socially necessary". This ensures that communities have a bus service which meets their basic travel needs and that they do not become disadvantaged due to a lack of accessibility to opportunities. 30% of services are not commercially viable and receive financial assistance from the Council.
- 4.16.2 Despite the relatively low level of subsidy it is important to note the following facts:
- All evening and some Sunday services (excluding services 92 and X91) are financially supported;
  - The majority of services outside the core corridors are financially supported; and
  - The economic viability of services is a key influence on service provision.
- 4.16.3 Research undertaken in 2002, by the Association of Transport Co-ordinating Officers (ATCO) indicates that Welsh Councils have experienced a 28% per annum price increase for bus contracts reviewed on a like-for-like basis. These may grow in the future because higher salaries are needed to attract and retain

bus drivers and also because insurance premiums are rising. This means that gradually less services will be able to be supported. If service levels fall, then less people will be attracted to buses, causing more marginal services to be withdrawn (as they become less commercially viable). Bus use could therefore see a spiral of decline.

- 4.16.4 It is intended that the Council's criteria for subsidising socially necessary services be reviewed.

#### **4.17 Community Transport**

- 4.17.1 There are sections of society who will continue to experience difficulties in using conventional services for a variety of reasons. Community Transport can provide a service for these groups of people.
- 4.17.2 Community Transport has traditionally catered only for those with a degree of mobility impairment that prevents them from using conventional public transport. However recently this role has been extended to include those sectors of the community without access to public transport.
- 4.17.3 The Council supports two Community Transport Groups, VEST (Voluntary Emergency Services Transport) and EVCT (East Vale Community Transport). Both operate within Section 19 of Transport Act 1985.
- 4.17.4 VEST operates 2½ days a week within the Vale and a service into Cardiff for registered users and caters predominately for individual passengers. EVCT generally confine operations to Penarth, Llandough, Sully and Dinas Powys and caters predominately for groups.
- 4.17.5 Some funding has been made available to Dinas Powys Voluntary Concern, who operate one vehicle for groups and uses only volunteer drivers. This service is confined generally to Dinas Powys, Murch and Penarth.
- 4.17.6 Cardiff Vale Community Transport operates within the Vale transporting children with special needs, however they receive no direct funding from the Council.
- 4.17.7 The Council has identified a need to develop better understanding of the transport needs of all groups within the community.

#### **4.18 Health Transport**

- 4.18.1 The Patient Transport Services of the Welsh Ambulance Trust make 58,400 journeys per annum to Llandough and Barry Hospitals (includes discharges and out patients).
- 4.18.2 There are two public transport services, which operate between Llandough and University Hospital of Wales (UHW). These are the L3 and 304, which together provide a half hourly service on different routes. The L3 travels from UHW via Western Avenue, Culverhouse Cross, the A4232 and into Llandough. The 304 operates via North Road, Cardiff Bus station, Canton, Leckwith.

- 4.18.3 A taxi service is available for nurses between hospital sites and is mainly patronised by nurses who live at the Llandough site and work at other locations.

#### **4.19 Social Services Transport**

- 4.19.1 The Social Service Transport Department operates a small fleet to support the Community Services Directorate of the Council. This supports groups such as the elderly, younger people with physical disability and younger people with a learning disability.
- 4.19.2 During the day the vehicles are used between 08:30 to 17:00, with peaks experienced between 8:30 and 11:00 and 15:00 and 17:00. These vehicles are also used at other times to provide some satellite services.
- 4.19.3 General education of public transport drivers has been highlighted as a problem through consultation with relevant stakeholders. It is felt that sometimes drivers lack awareness of the specific needs of some passengers. All drivers of community transport already receive some training, although this should be extended to cover public transport drivers.
- 4.19.4 A further problem encountered on social services transport is damage to vehicle ramps on community mini buses, which is caused by speed bumps installed along many residential roads. In addition demand for vehicles is high and can lead to a shortage of supply.
- 4.19.5 The overall availability of SOC service transport within the day is a general problem, particularly at school times and with some passengers needing to travel alone. Taxis have to be used if no other alternatives are available. Taxi use presents problems especially for electric wheel chair users. Fares charged for wheelchairs also vary considerably. It is felt that additional funding could help improve this situation by providing a suitable backup vehicle that could be hired when needed. Further funding is required for organisations such as VEST (Volunteer Drivers Community Transport), so that provision of community transport can be increased.
- 4.19.6 No loan vehicles are currently available to adult education services or after school clubs and at times providing transport for children in care can be problematic. By improving funding as already suggested could help to increase provision in these areas.
- 4.19.7 The Social Services department highlights the need for seats on public transport to be reserved for disabled passengers. All buses should have low floors and raised access, and preferably be fitted with a ramp. Waiting areas such as shelters should be fully adapted for use by disabled people.

#### **4.20 Schools Transport**

- 4.20.1 The duty of the Local Education Authorities under Section 509 of the Education Act (1996) is to provide public transport for eligible pupils under 8 years of age outside of a 2 mile walking distance and those over 8 and up to 16 outside of a 3 mile radius.

- 4.20.2 Further, LEA's are also required to provide transport in a number of ways:
- By purchase of 'Scholars Passes' for use on public transport, trains and buses;
  - By contract services available also to the public;
  - By exclusive contract service i.e. buses, minibuses and taxis; and
  - By using their own buses.
- 4.20.3 Currently the Council provides transport for pupils to 22 primary schools and 15 secondary schools provided by 22 service providers at a cost of approximately £1.6 million per annum (2002/03). The Council also provides some services for pupils of post 16 age.
- 4.20.4 The Council regularly monitors and records/investigates complaints for supported and education bus services as is necessary. However this is generally reactive rather than proactive - particularly in respect of school bus operators. This is a direct reflection of the limited staff resources currently available. The main problems for school buses are similar to those for service buses, namely:
- Traffic congestion delays to buses and subsequent service unreliability;
  - Delays caused by illegal parking;
  - Delays to services at road works;
  - Vandalism to vehicles; and
  - Poor behaviour of school children, lack of discipline and support from schools as travel is out of school hours.
- 4.20.5 A wider issue for school transport occurs where a commercial service is deregistered, the school then has to find alternative transport for children who rely on that service. In addition, as the double-decker bus fleet is being phased out there will be a need for more vehicles and drivers with associated cost implications.
- 4.20.6 The major areas of concern regarding school transport that arose through consultation with the public was the need to re-introduce inspectors on buses, to ensure all buses are fitted with seat belts and that newer buses are used wherever possible.
- 4.20.7 It was felt by internal stakeholders that the Council should give high priority to school transport. Particular areas outlined for investment and improvement were the introduction of seatbelts and general safety of the buses.

## **4.21 Taxis**

- 4.21.1 Taxis provide a form of public transport where there are no conventional bus alternatives. For example, provision of evening/late night services; community transport; schools transport; demand responsive services and interchange provision.

- 4.21.2 There has been steady growth in the use of taxis. An element of this growth is attributable to the direct competition between bus services and taxis. For some journeys it can be cheaper for passengers to share a taxi rather than catch a bus.
- 4.21.3 Integration and co-ordination between taxis and other public transport modes can provide seamless travel between modes. The Council license taxis and private hire vehicles and their drivers operate in the Vale in accordance with the Transport Act 1985 and 2000, Section 38 Town Police Clauses Act, 1947 and Section 80 local Government (miscellaneous provisions) Act 1976. There are 96 licensed taxis and 156 private hire vehicles with 449 licensed drivers who are eligible to drive Hackney Carriage or private hire cars.
- 4.21.4 The Council's Licensing department has set up a consultative panel of trade representatives, councillors and licensing staff that meet every 6 weeks to discuss necessary changes or improvements to the service.

#### **4.22 Links with Walking/Cycling**

- 4.22.1 The walk to and from the bus stop is a critical part of the bus journey. The Council inspects all adopted footways and footpaths in accordance with the National criteria contained in the Highway Maintenance Code of Good Practice. The regular inspections and repairs ensure that the footway/path network is safe for all users.
- 4.22.2 In discussions with Sustrans the Council agreed to undertake investigative work into establishing a spur to the National Cycle Network (NCN) within the Vale. This would involve a study to define a route and identify improvement works that would be needed to designate the route as NCN88.
- 4.22.3 Most of the progress achieved on the cycling strategy has been linked to other measures such as safe routes to school, however the current cycling strategy will be reviewed at a later date.
- 4.22.4 Additionally the Council continues to seek the inclusion of cycle improvements as part of any major development such as Penarth Headland link.
- 4.22.5 With consultation the Council is currently preparing a walking Strategy. Within this, consideration will be given as to how walking can be integrated with other policy areas such as planning, sustainable development, health promotion and social inclusion. A 'walking map' is also under consideration for use amongst the employees of the authority to promote alternatives to the private car.

#### **4.23 Key Issues**

- 4.23.1 The key issues established relating to local transport provision are as follows.
- Existing bus provision consists of 34 bus routes served by 6 operators.
  - Many journeys required some form of interchange, especially those journeys outside of the Vale's boundaries.

- A lack of evening and Sunday services outside the core airport- Barry/Penarth-Cardiff corridor is the greatest shortcoming of the existing network.
- Within the main corridors frequency is high, however it needs to be improved outside of these corridors.
- Current patronage monitoring is limited and needs improving.
- Reliability is one of the main barriers in attracting potential users. Limited monitoring of reliability is currently carried out in the Vale and needs to be enhanced. However available data does show general levels are below the standards provided by the Traffic Commissioner.
- There is a lack of integration in long distance services
- Interchange facilities need improvement in the area of secure cycling facilities, taxi provision, bus/rail integration and providing variable public transport information.
- Problems exist in the installation of flagpoles to marked stops. There is often a delay between installation of the pole and flag. Flags are installed by operators on a first-come-first serve basis, this can therefore be confusing for passengers.
- Marked stops could be improved with raised boarding platforms and seats for the mobility impaired.
- Currently no bus priority measures exist in the Vale. Proposed schemes at Cardiff Road, Dinas Powys and the A4050 Port Road, Wenvoe are suffering from delays.
- Ticketing systems and fare structures are complex.
- It is intended that the frequency of cleaning, painting and response/repair times of shelters will be improved to a standard agreed between all the Sewta authorities.
- The Council's criteria for subsidising socially necessary services is to be reviewed.
- The Council has identified a need to develop better understanding of the needs of all groups of travellers within the community.
- At times, drivers can lack an awareness of the needs of the disabled or mobility-impaired passenger. It is proposed that training received by community transport drivers is to be extended to cover public transport drivers.
- Public transport information can be confusing to those with learning difficulties. More pictorial illustrations could be introduced, for example, low floor vehicles displaying wheelchair illustrations by the doors - thus, obviating those services that have the capability to carry disabled passengers.
- The Council is investigating ways in which taxis can be utilised to provide bus services to areas that have low passenger demand.
- Sustrans have recently completed feasibility work for the Council into establishing a spur to the NCN within the Vale.
- The Council is developing a walking and cycling strategy, which will include improving links to public transport interchanges.

## **5 INFRASTRUCTURE MEASURES**

### **5.1 Introduction**

- 5.1.1 In order to deliver a high quality bus service network that will be well used by passengers, there is a need to continue improving physical infrastructure. This should include bus priority measures, facilities at bus stops etc.

### **5.2 Bus Priority and Access**

- 5.2.1 The Council has been awarded transport grant funding for a bus prioritisation scheme. This proposes the development of a ½ kilometre segregated bus lane along the A4055 Cardiff Road in conjunction with the realignment and improvement of the Merrier Harrier junction. The proposed work will reduce bus journey times for public transport vehicles travelling into Cardiff that are currently subject to severe delays caused by peak hour congestion.
- 5.2.2 The improvement of the journey times is considered one of the crucial elements in making public transport more attractive to new users and so encouraging modal shift away from the private car.
- 5.2.3 During June and July 2002, a feasibility study was commissioned to examine the potential for implementing bus prioritisation measures in Dinas Powys and Penarth. The study area included Cardiff Road, Dinas Powys, Windsor Road and Redlands Road, Penarth, the Merrier Harrier junction, Cogan Spur and the Barons Court roundabout.
- 5.2.4 The enhancement of bus services in Dinas Powys and Penarth study produced by Atkins in August 2002 forms the basis of the Vale of Glamorgan's transport grant submission for the period 2003/4-2005/06.
- 5.2.5 The scheme builds on feasibility and investigative work undertaken in previous years and supported by Transport Grant funding.
- 5.2.6 The total cost for providing a bus lane at Cardiff Road and improvements to the Merrier Harrier traffic junction is £1.654m.

### **5.3 Bus Stops and Shelters**

- 5.3.1 The overall standard of existing bus infrastructure is variable throughout the region and does not present a coordinated image of the bus network.
- 5.3.2 Key deficiencies identified are:
- Lack of raised boarding platforms;
  - Lack of seating;
  - Lack of shelters; and
  - Lack of information.
- 5.3.3 The Sewta Strategy included a programme of bus stop improvements along the

main corridors that cater for the majority of commuter movements. To complement these, all remaining stops will be provided with the following standard equipment:

- Bus stop flag and pole;
- Timetable case; and
- Raised boarding platform with tactile paving.

5.3.4 In addition to the above measures, key stops will be fitted with a waiting shelter comprising the following features:

- Glazed shelter;
- Internal illumination; and
- A seat.

5.3.5 The first phase in the programme consisted of a full audit of existing infrastructure provision to identify the work required at each site. Implementation will bring the following benefits:

- Enhanced information provision;
- Accessibility improvements for the mobility impaired persons; and
- Improved profile of bus network (highly visible evidence of investment to both users and non users).

5.3.6 In addition, sites fitted with a shelter will also provide:

- Improved user comfort; and
- Improved perceived levels of user safety (with glazed and illuminated shelters).

5.3.7 The implementation of this upgrade programme will underpin the creation of Quality Bus Partnerships by ensuring bus infrastructure is provided to a uniform standard. Partial implementation of some of these measures has already occurred in the Vale.

## **5.4 Real Time Passenger Information**

5.4.1 While improved printed information provision at bus stops was identified as a key requirement of the strategy, the Council appreciates that the provision of Real Time Passenger Information (RTPI) provides a range of benefits for new and existing users. These include:

- Improved user confidence in the arrival time of a service;(RTPI tells the passenger the actual time of arrival of the next service on a display fixed to the shelter);
- Improved user satisfaction; and
- Increased accessibility for the visually impaired (through use of transponder activated recorded information).

5.4.2 RTPI also provides benefits such as, reduced stress associated with the

uncertainty of bus arrivals, opportunities to use waiting time productively and an enhanced image of travelling by public transport. Associated traffic signal priority will result in faster journey times and a more efficient public transport network.

- 5.4.3 Studies of routes on which RTPI has been installed demonstrate dual benefits of increased patronage and user satisfaction<sup>1</sup>.
- 5.4.4 In view of these benefits the implementation of RTPI remains an aspiration of the Council. However implementation should not commence until all existing stops have been upgraded.
- 5.4.5 RTPI is most effective on corridors which exhibit a high service frequency encouraging 'turn up and go' journeys without the need to consult timetables. To reflect existing service and travel patterns in the Vale, phase one of the implementation process would be confined to the corridors linking Barry and Penarth to Cardiff (complementing the measures outlined in the RPTS).
- 5.4.6 While RTPI provides a number of benefits, there is a comparatively high infrastructure cost. A RTPI system is already operational in the Cardiff area, therefore there may be economies of scale from the shared use of existing infrastructure and equipment.
- 5.4.7 Following implementation on the main corridors, installation is proposed in the medium to longer term at the main passenger interchanges and major employers.

## **5.5 Interchange Opportunities**

- 5.5.1 The Barry Town Hall Project involves 1.7 hectares of land in the centre of Barry. It includes the following elements:
- The former Town Hall and Library (a Grade II listed Building);
  - King Square;
  - Central Park; and
  - A surface car park (fronting Wyndham Street).
- 5.5.2 The area forms the basis of a flagship renewal scheme, which the Council is approaching as one integral project. It will include the following contributory elements:
- The repair, reuse and extension of the former Town Hall to provide a new headquarters library for the Vale of Glamorgan, and associated offices;
  - The use of the east wing (the 'old' library) for Council Offices, Community Police, Town Centre Management and a large exhibition area;
  - The enhancement of King Square;
  - The renewal of Central Park;
  - The provision of a new, integrated car park to the south of Wyndham Street; and
  - The provision of a related central bus-stopping interchange.

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<sup>1</sup> Gwent Consultancy 'Real Time Passenger Information Scoping Study', TIGER report, October 2001

- 5.5.3 The anticipated construction cost for the project (excluding fees) is circa £6.2 million. Of this figure, the Welsh Development Agency (the Council's partner in Barry Action) is contributing £1.5 million. The estimated cost for upgraded bus facilities and associated highway works is £136,000. The gross cost, including detailed design is £146,000.
- 5.5.4 The Council has appointed a consultancy team to design and supervise the project. The team is led by Acanthus Ferguson Mann architects with cost consultancy by Davis Langdon and Everest.
- 5.5.5 One of the project aims is to help secure and enhance sub-regional bus provision between Barry, Cardiff and the Vale towns.

## 5.6 Park & Ride

- 5.6.1 Park & Ride can provide a viable alternative to the private car when combined with bus priority measures.
- 5.6.2 Within the Vale of Glamorgan transport network, there already exists a well developed rail based park and ride network serving the main demand patterns. In addition, Cardiff Council is progressing the implementation of a permanent park and ride site adjacent to the Vale boundary at Leckwith, which would cater for traffic originating in the Vale. However, a Park and Ride site on the boundary with Cardiff may actually encourage greater car use within the Vale of Glamorgan.

## 5.7 Key Actions

- 5.7.1 The overall standard of the existing bus infrastructure is variable throughout the region and does not present a coordinated image of the bus network. The following infrastructure actions are proposed:
- **Action LABS I1** - All existing infrastructure will be subject to a full audit to identify potential weaknesses.
  - **Action LABS I2** - Initiate a programme of improvement works for all stops which do not meet the regional standard including: a bus stop flag and pole, timetable cases and raised boarding platforms with tactile paving. Key stops will be fitted with a waiting shelter.
  - **Action LABS I3** - Consideration of RTP1 in the longer term. The first corridors to be considered will be those linking Barry and Penarth to Cardiff.
  - **Action LABS I4** - To support existing Park and Ride arrangements currently being progressed by Cardiff Council.

## **6 BUS SERVICES AND REVENUE MEASURES**

### **6.1 Bus Services**

- 6.1.1 The purpose of the bus network is to facilitate the physical movement of people between desired origins and destinations within a convenient time frame. The ability of the network to meet this demand will depend on the following factors:
- Destinations served;
  - Days of operation;
  - Hours of operation and frequency; and
  - Journey time.
- 6.1.2 There will invariably be other factors influencing people's choice of travel by bus, including cost for example. However, it is the preceding list of factors that are instrumental in that choice. Potential/existing bus users may choose an alternative mode if they believe these fundamental factors are being compromised. It may also mean that access to socially necessary services is restricted.
- 6.1.3 It is therefore vital to provide a framework of services that maximise potential use of the bus network.
- 6.1.4 Following the consultation exercise, it was evident that journey purpose and user value of time formed the key relationship that determined the users service requirements. For example, journeys that require access to employment or education are more time critical than those for socially necessary purposes such as food shopping.
- 6.1.5 The existing network facilitates access to a wide range of local, regional and national destinations (through interchange with other services/modes); therefore this strategy does not advocate the implementation of any additional routes.
- 6.1.6 The key issue identified during consultation was the lack of existing service provision during the evenings and on Sundays – particularly in rural areas.
- 6.1.7 The provision of the 1985 Transport Act has encouraged the development of the network along the well-patronised routes. While the commercial viability of the core routes demonstrates a measure of satisfying a large number of users needs, there is a danger that users in rural areas or on low-patronised routes will not receive a level of service that satisfies their social needs unless additional funding is provided by the Local Authority.
- 6.1.8 It is proposed that the base service level for the Vale should follow the rule that all settlements of 200 or more people have access to a minimum of four return services per day (Monday to Saturday) that provide a link to a regional centre (Barry, Cowbridge, Llantwit Major and Penarth).

- 6.1.9 It is therefore necessary to provide a network that satisfies the requirements of the time sensitive market (to encourage/facilitate modal shift) while enabling social inclusion. To achieve these aims, a four-tier service level is proposed, targeting the main travel markets. These are summarised in Table 6.1 and each service type and purpose is discussed below

***SWIFT Direct***

- 6.1.10 The RPTS outlines the development of a series of 'SWIFT Direct' services whose primary aim is to facilitate movement along key strategic corridors. The purpose of these services is to increase bus modal share by providing fast, frequent links between dominant regional centres.
- 6.1.11 These services are targeted at commuter journeys or people requiring access to the main urban centres (e.g. for retail shopping or access to the mainline rail network).
- 6.1.12 Due to the high demand for these journey types, the majority of these services would be operated on a commercial basis. To reflect changing work and leisure patterns, services would operate daily (with a reduced frequency during evenings and Sundays).
- 6.1.13 These SWIFT Direct services form the spine of the network, linking the key regional interchanges. Therefore the role of the Vale LABS is to provide a range of feeder services which link into the core network of strategic services.
- 6.1.14 These complementary services would create a hub and spoke type network. This is illustrated in Figure 6.1.

***Inter-urban Feeders***

- 6.1.15 Whilst the majority of the main corridors are served by the 'SWIFT Direct' services, these are focused on journeys that originate or terminate in Cardiff. To provide similar benefits for passengers requiring access to/from secondary regional locations (such as Llantwit Major and Bridgend) a range of inter-urban feeders are proposed. Whilst these would primarily be operated on a commercial basis, some journeys, particularly evening and Sunday services, may require Council support where patronage levels may be on the margins of profitability. This service type will also be utilised to provide direct access to/from the main hospitals in the area (Barry District, University Hospital of Wales and Llandough).

Figure 6.1 Proposed Vale of Glamorgan Bus Network

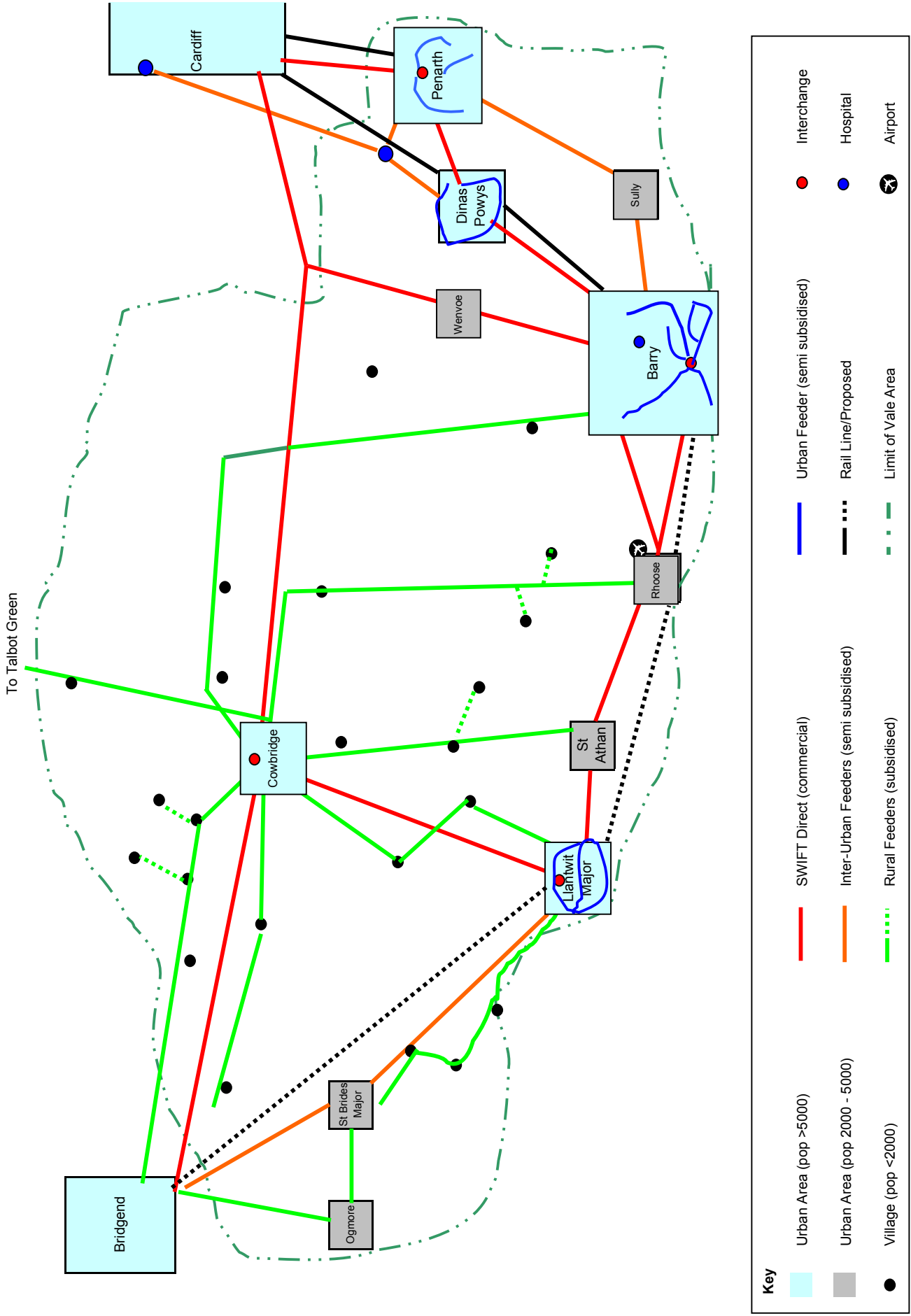


Table 6.1: Vale Of Glamorgan Bus Strategy - Proposed Main Service Level Matrix

Type	Primary Aim	Secondary Aim	Hours of Operation	Core (Minimum ) Frequency			Notes
				Monday to Friday	Saturday	Sunday	
<b>SWIFT Direct</b>	Modal Shift	Social Inclusion	07:00 to 22:00	Hourly	Hourly	2 Hourly	Commuter driven, mainly commercial, with possibility of subsidised frequency enhancements.
<b>Inter Urban</b>	Modal Shift	Social Inclusion	07:00 to 19:00	Hourly	Hourly	2 Hourly	Benefits of SWIFT direct services, serving destinations other than Cardiff. Primarily Modal shift, with social inclusion to main regional centres. While services will not be fully subsidised, fringe services (evenings and weekends) may require subsidy.
<b>Rural Feeders</b>	Social Inclusion	Modal Shift	08:00 to 18:00	2 Hourly	4 Return Journeys	2 Return Journeys	Network of services facilitating social inclusion & access to regional transport network. These services support All Wales Concessionary fare scheme providing assistance to those who can least afford transport costs. Due to relatively low patronage, majority will require financial assistance.
<b>Urban Feeders</b>	Social Inclusion	Modal Shift	07:00 to 23:00	Half Hourly	Half Hourly	Hourly	Network of urban services facilitating access to regional centres and regional interchange facilities. Predominately commercial with some subsidy for evening.

Note: core hours 07:00 – 19:00 – Frequency halved outside these hours

**Rural feeders**

- 6.1.16 Whilst the focus of the inter urban network is commuter/retail trips, the Council is committed to ensure that rural locations also have access to the core public transport network and regional centres which house essential services (such as health facilities, employment and food shopping).
- 6.1.17 There are a number of factors that influence the service provision in rural areas . These are as follows:
- The rural road network limits the size of vehicle that can safely access some hamlets.
  - Low numerical demand places increased financial pressure on providing a suitable service level whilst achieving best value.
  - Resultant service frequency, hours of operation and difficulties developing a competitive journey time present a barrier to modal shift.
- 6.1.18 To address these issues a network of rural feeders is required. These would provide access to the main regional centres and interchanges. The main influence on rural provision is the dispersed nature of villages, where patronage demand does not necessitate every service to stop.
- 6.1.19 As a minimum requirement, each service should provide 4 return journeys per day, of which one morning and one evening service should be scheduled to facilitate access to employment.
- 6.1.20 While community transport schemes may offer some advantages over the Divert-a-bus type service, some issues may restrict opportunities for integration with traditional public transport provision. There are a number of important shortcomings, which include:
- A lack of resources (particularly drivers) results in services being targeted at people who are unable to access regular transport due to physical impairment, rather than remoteness from the network or lack of an alternative.
  - While these users are often least able to afford the transport costs needed to access essential services, the All Wales Concessionary Fare Scheme is not applicable to Community Transport schemes and this presents a potential barrier to their use.
- 6.1.21 In view of these factors rural feeders remain an integral element of the Vale transport network.

## Urban Feeders

- 6.1.22 In contrast to the rural requirements, the Waterfront strip in the south east of the area has a high population density. Within this area there is a large section of the population for whom public transport is their only means of accessing centralised services or the wider regional transport network.
- 6.1.23 There is also a need to reduce dependence on the private car in order to achieve the Council's aim of promoting sustainable transport.
- 6.1.24 To address these requirements a network of urban services is required. Due to the need to promote modal shift, these could operate at higher frequencies than the inter-urban routes.
- 6.1.25 Some of these services could also be extended to give direct access to the main travel generator of Cardiff (particularly in Penarth)
- 6.1.26 To assess the implications of implementing such a service pattern, existing provision has been compared to the proposed scenario in order to identify gaps in operating hours and frequency between the main centres. The estimated costs of upgrading the existing network to the aspired service levels are illustrated in Table 6.2

**Table 6.2: Additional Estimated Cost Requirement To Increase Existing Service Levels**

Service Type	Weekly	Annual
<b>SWIFT Direct</b>	£2,300	£118,000
<b>Inter-urban</b>	£800	£42,000
<b>Rural Feeders</b>	£2,200	£113,000
<b>Urban feeders</b>	£760	£39,000
<b>Total</b>	<b>£6,060</b>	<b>£312,000</b>

- 6.1.27 Given the historical decline in service provision, the existing network should be considered the base level from which enhancements in frequency and operating hours should be determined.
- 6.1.28 The current lack of these services suggests there is limited commercial ability to provide them. Therefore it is assumed that additional funding (possibly in the form of Bus Subsidy Operator Grant or Local Transport Subsidy Grant) would be required from local or central government.

## 6.2 Future Provision

- 6.2.1 While the Council provides support for a large number of services, there is increasing pressure on financial resources. It is therefore necessary to ensure best value is achieved.

- 6.2.2 Existing route coverage within the Vale is considered to be very good, linking all settlements with a 500+ population to the main regional centres and main public transport interchanges.
- 6.2.3 This pattern has created a successful hub and spoke network and consequently the LABS (2004) does not propose any revisions to the network.
- 6.2.4 Under the terms of the Transport Act (1985) each route must be self sufficient in its own right, without cross subsidisation. Where services are not commercially viable, the Local Authority may provide financial assistance to those services that are deemed socially necessary. This is achieved through the invitation of tenders to provide each service.
- 6.2.5 Changes in funding levels are likely to place increased pressure on the transport budget. Where the Council receive a request for a new service, it is proposed that it will be assessed against new criteria.
- 6.2.6 With limited resources, it will be important to apply these criteria in making trade off decisions between continuing the existing network or implementing a change. This approach will also ensure that a suitable level of service is provided for those who have greatest reliance on public transport.
- 6.2.7 Suggested criteria include:
- Journey purpose;
  - Availability of alternative modes;
  - Average number of cars in electoral ward;
  - Population density;
  - Physical mobility;
  - Subsidy per head; and
  - Accessibility to essential services.
- 6.2.8 By considering these criteria a decision could be made on whether or not the additional service is justified at the level required.

### **6.3 Ticketing**

- 6.3.1 The ability to offer seamless travel is extremely important. The Council's LTP makes a commitment to investigate options for a more integrated system of ticketing.
- 6.3.2 Possible ticketing options available for the Council include introducing Smartcards. Smartcards are a means of paying for travel without the need to carry cash. There are different types of Smartcards available. One option could be a card, which operates in a similar way to phone cards. When boarding the bus, the passenger holds the card against a piece of equipment, which debits a sum of money. This makes the transaction between driver and passenger quicker. Smartcards offer a range of benefits over conventional ticketing options such as compatibility within their areas (including the whole of the Sewta region),

multi-operator ticketing opportunities, increased purchase outlets and increased opportunities for integration with other public transport services. Payment for a journey using a Smartcard could be made in advance, at the time, or afterwards (through direct debit schemes), depending on the technology used.

- 6.3.3 A spin-off advantage to local authorities is that Smartcards could measure the volume and value of concessionary travel and thus enable more accurate payments to operators. By simplifying payment mechanisms, Smartcards aim to encourage the greater use of public transport by existing public transport users and modal shift from the car for non-public transport users. The introduction of Smartcards will also allow the authority to obtain information about journeys made.
- 6.3.4 There are a variety of Smartcard types/technology available at present. To ensure compatibility between these, a UK-wide standard has been developed by the Integrated Transport Smartcard Organisation (ITSO). Compatibility with this standard would be a pre-requisite of any system operational in the Vale of Glamorgan.

#### **6.4 Publicity and Information**

- 6.4.1 To achieve maximum benefit from the implementation of this LABS (2004), effective communication of service improvements to the public is essential. Accurate and easily obtainable travel information is required at all stages of the public transport journey. An Information Strategy to address this is set out in Part 2 of this document.
- 6.4.2 In terms of publicity, regular press briefings may be held on new transport schemes in order to inform users about new schemes and their benefits. The Council can also issue press releases on new schemes and provide information on its website.

#### **6.5 Cleansing and Maintenance**

- 6.5.1 Bus stops are often a users first point of contact with the bus service. Therefore the condition of shelters provides a critical indication of the standard of service that can be expected.
- 6.5.2 The provision of new stops and shelters provides a positive initial benefit to the bus network. Regular cleansing and maintenance will minimise the effect of vandalism and studies<sup>2</sup> have indicated that prompt repair or removal of graffiti reduces the risk of further attack.
- 6.5.3 To reflect this importance and subject to suitable funds being identified a bi-fortnightly programme of cleansing is proposed. This should also incorporate a fault notification proceed to enable swift repair of damage/faults.

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<sup>2</sup> DTLR Guidance: Get on Board: an agenda for improving personal security in bus travel', April 2002

## **6.6 Safety and Security**

- 6.6.1 Fears about safety were cited throughout the public consultation exercise as a reason not to travel by bus, especially at night. Safety and security measures are delivered by both infrastructure measures and spending on services.
- 6.6.2 However, bus infrastructure measures are not enough on their own, a human presence is a vital factor in delivering safer services. With the agreement of bus companies the new police community support officers will be travelling on selected services. This will provide a visible presence and give reassurance to passengers that anti social behaviour will not be tolerated.

## **6.7 Schools Transport**

- 6.7.1 The 2003 LABS includes an aspiration that bus conductors or on-bus escorts could be reintroduced on school services. This is seen as a possible medium-term solution (5 years plus). Schools themselves could fund the provision of conductors on school transport. On commercial services the funding could be partially provided by the Council.
- 6.7.2 The Council intends to allow officers time each quarter to carry out a sequence of monitoring checks. This may directly affect the tendering process especially within the provision of school services. A directory of operators will be produced based upon these checks and made available to schools. This will enable decisions to be made on service providers based on safety performance. It is therefore anticipated that this will lead to an increase in parental confidence regarding the safety of the bus services.
- 6.7.3 The Council is currently undertaking a review of school transport policy issues to be produced as a separate document.

## **6.8 Travel Plan Development**

- 6.8.1 Travel Plans perform two main roles:
- Identification and provisions of existing public transport opportunities; and
  - Identification of latent demand, which could be satisfied by public transport.
- 6.8.2 The Council is committed to the promotion of Travel Plans, and is taking a lead by developing plans for various council premises . A draft employee questionnaire has been prepared and exhibitions have taken place to raise awareness of issues in line with Green Transport Week (12<sup>th</sup>-20<sup>th</sup> June 2004).
- 6.8.3 The Council is also actively promoting Travel Plans for major employers within the Vale and gathering information for a 'car-sharing' database. Improved bus provision is likely to form an integral part of any Travel Plan produced.

## **6.9 Quality Bus Partnerships**

- 6.9.1 Following the deregulation of Bus Services under the 1985 Transport Act, service delivery has become fragmented between a number of organisations. As a result

no single agency has control over the bus product. For example the Local Authority is responsible for providing and maintaining the highway network, while operators are responsible for providing vehicles and drivers.

6.9.2 Quality Bus Partnerships have been developed as a framework within which to promote cooperation and provide a consistent level of service throughout the whole journey. Appendix 3 contains a discussion document, outlining the development of QBPs in the Vale.

## **6.10 Key Actions**

6.10.1 The key revenue actions proposed are:

- **Action LABS R1** - The Council is committed to investigating options for the provision of a more integrated system of ticketing, in particular the use of Smartcards.
- **Action LABS R2** - The Council will seek to provide accurate and easily obtainable travel information at all stages of the public transport journey. The Council will issue press releases on new schemes and provide information on its website.
- **Action LABS R3** - To improve safety and security the Council will investigate the feasibility of the new community safety officers travelling on late night services.
- **Action LABS R4** - Council officers time will be allocated each quarter to carry out monitoring checks thus aiding the provision of a more formalised process for the tendering of school services.
- **Action LABS R5** - The Council will continue the promotion of Travel Plans and develop its own in-house Travel Plan.

## 7 TARGETS AND MONITORING

- 7.1.1 The Council recognises the importance of transport movements, and undertakes a comprehensive programme of transportation surveys. These provide an effective and accurate basis for monitoring Transport Grant Expenditure/Schemes and general transport movements.
- 7.1.2 Data is collected on a systematic basis which enables time series analysis by each mode as well as:
- Monitoring progress of the Local Transport Plan;
  - Establishing the impact of various transport polices and schemes;
  - Identifying areas which need safety improvements;
  - Monitoring the effect of bus stop improvements and rank the bus services at greatest need of support; and
  - Establish and maintain an accurate transportation simulation multi-modal model.
- 7.1.3 Transportation surveys of supported and educational bus movements are currently carried out. These include passenger counts, which are collected at fixed points and can be used in conjunction with traffic counts to enable time series analysis to be undertaken. This allows for passenger origin and destination trends to be identified and before and after studies to be carried out. Surveys are carried out on an annual rolling programme, with additional spot checks undertaken on an ad-hoc basis.
- 7.1.4 The Council also monitors and records/investigates complaints. However, this is largely reactive rather than proactive.
- 7.1.5 Officers allocate time each quarter to carry out a sequence of monitoring checks. This will be of benefit when contracts go out to tender, as performance can be measured against cost. From this a directory of contracts will be developed.

### 7.2 The Council's Targets for Modal Shift

- 7.2.1 Modal spilt targets were outlined in the LTP for the two main corridors within the Vale (the A48 corridor and the Waterfront strip) for trips from Cardiff City Centre and the Bay area into the Vale. The table below outlines these targets showing a base of 1995, a do-minimum and the predicted 2005 spilt with new strategies implemented.

**Table 7.1 SWIFT Peak Hour Modal Splits (Private: Public transport)**

Corridor	1995 Base	2005-Do Minimum	2005 with Strategy
D (A48 etc)	83:17	85:15	70:30
E (Waterfront Strip)	50:50	62:38	51:49

- 7.2.2 It should be noted that these targets were set in 1999 as part of the preparation of the SWIFT Strategy and therefore need to be updated in order to reflect current conditions and developments that have taken place within the transport network as a whole.

### 7.3 Key Actions

- 7.3.1 The success of the LABS measures will be assessed through a two-tier programme of monitoring which will establish regional and local trends. This will consider the following attributes:

- Reliability of services – reflecting the importance identified in user consultation.
- Passenger satisfaction – to ensure passengers receive a high level of provision.
- Patronage – providing a measure of the success of initiatives to improve bus provision.
- Bespoke before and after monitoring of larger projects such as Barry Central station to assess their impact on the transport network.
- Modal split monitoring to establish the baseline figure and achievement of modal shift targets.

- 7.3.2 The following monitoring actions are proposed:

- **Action LABS M1 - Regional trend monitoring** - Sewta has established a monitoring sub group to determine a coordinated monitoring scheme for all members. The programme will be utilised to identify travel trends.
- **Action LABS M2 - Local Trend Monitoring** - in addition to the regional trend programme outlined above, it is also necessary to monitor travel trends within the Vale area, particularly in respect of developing and maintaining the standards set for Quality Bus Partnerships.

## 8 PROGRAMME AND ACTION POINTS

### 8.1 Introduction

8.1.1 The Council recognises that further improvements are required in a number of areas to provide a bus service that fulfils its aspirations. While it is desirable to implement all measures as soon as possible, due to practical and operational constraints e.g. the current difficulty in recruiting and retaining drivers and the availability of funding, a phased implementation programme will be necessary. Such a programme must also recognise and maintain regional consistency due to the nature of travel patterns, which cross local authority boundaries. This will be achieved through Sewta.

### 8.2 Action Points

8.2.1 The key LABS (2004) Action Points are presented below:

- **Action LABS I1** - All existing infrastructure will be subjected to a full audit to identify potential weaknesses.
- **Action LABS I2** - A programme of improvement works for all stops not upgraded. This will include bus stop flags and poles, timetable cases and raised boarding platforms with tactile paving. Key stops will be fitted with a waiting shelter.
- **Action LABS I3** - Consideration of RTP1 in the longer term. The first corridors to be considered will be those linking Barry and Penarth to Cardiff.
- **Action LABS I4** - To support existing Park and Ride arrangements currently being progressed by Cardiff County Council.
- **Action LABS R1** - The Council has committed to investigating options for the provision of a more integrated system of ticketing, in particular the use of smartcards.
- **Action LABS R2** - The Council will seek to provide accurate and easily obtainable travel information at all stages of the public transport journey. The Council will issue press releases on new schemes and provide information on their website.
- **Action LABS R3** - To improve safety and security the Council will investigate the feasibility of the new community safety officers travelling on late night services.
- **Action LABS R4** - Council officers time will be allocated each quarter to carry out monitoring checks. These will provide information to assist in a more formalised process of tendering for school services.

- **Action LABS R5** - The Council will continue the promotion of travel plans and develop its own in-house travel plan.
- **Action LABS M1** - *Regional trend monitoring* - Sewta have established a monitoring sub group to determine a coordinated monitoring scheme for all members. The programme will be utilised to identify travel trends.
- **Action LABS M2** - *Local Trend Monitoring* - in addition to the regional trend programme outlined above, it is also necessary to monitor travel trends within the Vale area, particularly in respect of developing and maintaining the standards set for Quality Bus Partnerships.

### 8.3 Programme and Delivery

8.3.1 Table 8.1 sets out the strategy action plan, which details the proposed measures and timescale for implementation.

**Table 8.1 Strategy Action Plan**

	<b>Attributes</b>	<b>Timescale</b>
<b>Infrastructure Measures</b>	<b>Bus Stops:</b>	
	Infrastructure Audit	Short Term
	Upgrade of bus stop network	Short Term
	<b>Bus Priority and Access:</b>	
	Merrier Harrier	Short Term
	<b>RTPI:</b>	
	Implementation of RTPI on strategic corridors	Medium Term
	Implementation of RTPI on local corridors	Long Term
	<b>Park and Ride:</b>	
	Support arrangements being made by Cardiff Council	On-going
	<b>Bus Services:</b>	
	SWIFT Direct/inter-urban feeders	Short Term
	Rural Feeders	Medium Term
	<b>Ticketing:</b>	
	Council to investigate ticketing options	Short Term
	<b>Information and Publicity:</b>	
	Accurate and easily obtainable travel information to be provided for all stages of the public transport journey	Short Term
	<b>Cleansing and Maintenance:</b>	
	Bi-weekly cleansing programme	Short Term
	<b>Quality Bus Partnership:</b>	
	Phase 1 – Strategic Corridors	Short Term
	Phase 2 – Interchange improvements	Short Term
	Phase 3 – Rural Feeders	Medium Term
	<b>Monitoring:</b>	
	Establish comprehensive monitoring programme	On-going
	<b>Travel Plans:</b>	
	Support Travel Plan development	On-going

**Key:** Short Term- Up to 5 Years, Medium Term – 5-10 Years, Long Term – 10 Years Plus

## 8.4 Assessment of LABS against Welsh Assembly Government Objectives

8.4.1 The collective measures proposed in this LABS should encourage greater use of buses in the Vale of Glamorgan, as well as meeting the five transport policy objectives of the Welsh Assembly Government which are:

- To protect and enhance the built and natural **environment**;
- To contribute to an efficient **economy** and to support sustainable economic growth;
- To improve **safety** for all travellers;
- To promote **accessibility** to every day facilities for all, especially those without access to a car; and
- To promote integration within and between all forms of transport and with land use planning to support more sustainable travel choices, leading to a better, more efficient transport system.

8.4.2 Table 8.1 gives an assessment of this bus strategy against the Welsh Assembly Government objectives.

**Table 8.1 Assessment of LABS against Welsh Assembly Government objectives.**

Measures	Objectives Achieved				
	Environmental	Economic	Safety	Accessibility	Integration
Bus Stops	✓		✓	✓	
Bus Priority and Access	✓	✓		✓	✓
RTPI	✓	✓	✓	✓	✓
Park and Ride	✓	✓		✓	✓
Bus Services	✓	✓	✓	✓	✓
Ticketing		✓		✓	✓
Information and Publicity				✓	
Cleansing and Maintenance	✓				
Quality Bus Partnerships					✓
Monitoring					
Travel Plans	✓	✓		✓	

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# **Appendix 1**

## **List of Stakeholders**

## External Consultee List

Contact	Organisation	Date Contacted
Bev Fowles	2 Travel	letter and questionnaire sent 20 <sup>th</sup> October 2003
Byron Morgan	Hinds	letter and questionnaire sent 20 <sup>th</sup> October 2003
Mr Watts	Watts Coaches	letter and questionnaire sent 20 <sup>th</sup> October 2003
Nigel Martlew	Hawthorn	letter and questionnaire sent 20 <sup>th</sup> October 2003
Phil Cuddy	Network Rail	letter and questionnaire sent 20 <sup>th</sup> October 2003
Ed Marsh	CPT	letter and questionnaire sent 20 <sup>th</sup> October 2003
David Dixon	Traffic Commissioner	letter and questionnaire sent 20 <sup>th</sup> October 2003
David Newman	Bebb	letter and questionnaire sent 20 <sup>th</sup> October 2003
Carl Hookings	EST Bus Ltd	letter and questionnaire sent 20 <sup>th</sup> October 2003
Deborah Stux	Cardiff and Vale NHS	letter and questionnaire sent 20 <sup>th</sup> October 2003
	PTI Cymru	letter and questionnaire sent 20 <sup>th</sup> October 2003
	Disability Wales	letter and questionnaire sent 20 <sup>th</sup> October 2003
Yvonne Farmer	Cardiff and Vale Access Forum	letter and questionnaire sent 20 <sup>th</sup> October 2003
	Friends of the Earth	letter and questionnaire sent 20 <sup>th</sup> October 2003
	Sustrans	letter and questionnaire sent 20 <sup>th</sup> October 2003
	Wales Tourist Board	letter and questionnaire sent 20 <sup>th</sup> October 2003
Leo Markham	National Federation of Bus Users	letter and questionnaire sent 20 <sup>th</sup> October 2003
Michael Jones	CTA (Wales)	letter and questionnaire sent 20 <sup>th</sup> October 2003
	First	letter and questionnaire sent 20 <sup>th</sup> October 2003
Alan Kreppel	Cardiff Bus	letter and questionnaire sent 20 <sup>th</sup> October 2003
Sue Beck	Vale of Glamorgan Pensioners Forum	letter and questionnaire sent 20 <sup>th</sup> October 2003
	Equal Opportunities Commission	letter and questionnaire sent 20 <sup>th</sup> October 2003
Pat Harris	BUSK	letter and questionnaire sent 20 <sup>th</sup> October 2003
	South Wales Police	letter and questionnaire sent 20 <sup>th</sup> October 2003
Clare Barnet	Youth Forum	letter and questionnaire sent 24 <sup>th</sup> October 2003

## **Internal Stakeholders**

The consultation with internal Council stakeholders was undertaken on the 13th and 14th of October 2003 at the Council's offices. This allowed for a maximum response rate and minimum disruption to the stakeholders. Those interviewed included:

Mike Dacey, Senior Road Safety Officer, Traffic and Transportation;  
Keith Jones, OM Highway Maintenance;  
Dave Knevett, OM Leisure and Tourism;  
Martin Donovan, Head of Strategy;  
Catrin Morgan, Corporate Equalities Officer;  
Chris Pike, Community Safety;  
Chris Fray, Head of Economic Development and Leisure;  
Carys Lord, Head of Strategy, Performance Management, Best Value and Commissioning;  
Sue Ryder, Day Services Manager, Community Services;  
Irene Banfield, OM Children and Family Services;  
Keith Lewis, OM Community Care and Health; and  
Yvonne Lewis, Senior Licensing Officer.

The interviews were based around a set of defined questions. However, room for separate comment and discussion outside of the questions was allowed for.

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## **Appendix 2**

### **Bus Services Provided in the Vale of Glamorgan**

## Appendix 2 – Bus Services Provided in the Vale of Glamorgan

Service	Route	Operator	Service Details	Supported/Commercial
87	<p><b>Dinas Powys Square, Penarth Centre, Llandough</b>  via Dinas Powys Common &amp; Square, Dinas Powys Rail Station, The Murch, Eastbrook Rail Station, Merrie Harrier, Redlands Road, Cornerswell Road, Penarth Centre, Cogan, Llandough Village, Penlan Rd., Llandough Hospital, Dochdwy Road and Andrew Road-Asda Cardiff Bay</p>	EST Bus Ltd	<p><b>Days of Service:</b> Mon-Saturdays  <b>Operating Hours:</b> Start at 09:00 end at 15:30.  <b>Frequency:</b> 5 Journeys</p>	Fully supported
88/89	<p><b>Barry, Llandough Hospital, Cardiff</b>  <b>88</b> via Barry, King Square, Morrisons, Bendricks, Sully, Cosmeston, Victoria Rd., Penarth Rail Station, Penarth Centre, Cogan &amp; Cowslip Drive and Llandough Hospital.  <b>89</b> via Llandough Hospital, Redlands Rd., St Davids Crescent, Cornerswell Rd., Westbourne Rd., Penarth Pier, Penarth Marina, Tesco, Asda &amp; Cardiff Bay and Cardiff, The Hayes.</p>	Thomas Motors part of Shamrock	<p><b>Days of Service:</b> 7:18 to 19:30  Every 90 minutes from</p> <p>Summer service only</p>	Fully Supported
92	<p><b>89a</b> Cardiff, Penarth, Penarth Pier  <b>Cardiff (The Hayes) to Penarth</b>  via Hayes Bridge Road, Customhouse Street, St Mary Street, Central Station (Wood Street), Tudor Street, Clare Road, Cornwall Street, Virgil Street, Sloper Road, Penarth Road, Cogan Roundabout, Windsor Road, Penarth Centre, Stanwell Road, Cefn Mably, Lavernock Road, Castle Avenue and Beechwood Drive to St Luke's Avenue</p>	Cardiff Bus	<p><b>Days of Service:</b> Mon-Friday, <b>Operating Hours:</b> Starts at 6:11 and ends 22:50.  <b>Frequency:</b> Every 10-20 mins in the peaks, then approx. 1 an hour out of peak.  <b>Days of Service:</b> Saturday  <b>Operating Hours:</b> Starts 6:11 ends 22:50.  <b>Frequency:</b> 1 every 15 mins in the peak and 1 an</p>	Commercial Fully Commercial

			hour in off peak. <b>Days of Service:</b> Sunday <b>Operating Hours:</b> Start 6:50 end 22:12. <b>Frequency:</b> 1 every half hour in peaks and 1 every hour in interpeak.		
93*	<b>Cardiff (The Hayes)-Penarth-Dinas Powys-Barry Island</b> Via Central stn (Wood Road), Cogan, Stanwell Rd, Murch and Cadoxton	Cardiff Bus	<b>Days of Service: Mon - Saturday</b> <b>Operating Hours:</b> Start 8:32 end 18:20 <b>Frequency:</b> Every 30 minutes	Fully Commercial	
94*	<b>Cardiff (The Hayes)-Penarth-Sully-Barry-Garden Suburb</b> Via Central Stn (Wood Street), Cogan, Wordsworth Ave, Cadoxton	Cardiff Bus	<b>Days of Service: Mon-Saturday</b> <b>Operating Hours:</b> Start 7:10 end 23:00 <b>Frequency:</b> Every 30 Minutes	7 services part subsidised 4 evening services fully subsidised	
95	<b>Llantwit Major and Barry Island to Cardiff (The Hayes)</b> via Llanmaes Road, Eagleswell Road, Boverton, Eglwys Brewis, St Athan Village, Gileston Road, Gileston Cross, B4265, East Aberthaw, Fontygary, Rhoose, Porthkerry Road, Cardiff International Airport, Tredogan Cross, A4226, Weycock Cross, Pontypridd Road, Romilly Schools, Park Crescent, St Nicholas Road, Park Avenue, Harbour Road, Plymouth Road, Friars Road, Marine Hotel, Breaksea Drive, Paget Road, Harbour Road, Barry Hotel, Broad Street, Gladstone Bridge, Millennium Way, Penny Way, Millennium Way, Gladstone Bridge, Civic Offices, Holton Road, King Square, Tynwydd Road, Tynwydd Inn, Barry Road, Dyfan Road, Gibbonsdown Rise,	Cardiff Bus	<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> Starts 6:40 ends 23:20 <b>Frequency:</b> Twice an hour between 10:00-16:00pm plus 15 other services outside of this time period. .	Supported in the evening Mondays to Saturdays	

\* The 93 and 94 service both have alternative Saturday timetables for the opposite route direction i.e. Barry to The Hayes

	St Bride's Way, Pencoedtre Road, Bridge Street, Cowbridge Street, Coldbrook Road East, Langlands Road, Safeway, Palmerston Road, Ty Verlon, Cardiff Road, Dinas Powys, Eastbrook, Merrie Harrier, Llandough, Leckwith, Leckwith Road, Ninian Park Road, Tudor Street, Wood Street, St Mary Street and Mill Lane to The Hayes			
96	<b>Cardiff (Central Station), Canton, Ely, Wenvoe, Colcot, Barry</b> via Havelock Street, Park Street, Westgate Street, Cowbridge Road East, Victoria Park, Cowbridge Road West, Culverhouse Cross (B&Q and M&S/Tesco), Port Road, Wenvoe, Meggitt Road, Colcot (Winston Square), Winston Road, Colcot Road, Barry Hospital, Jenner Road, Romilly Schools, Park Crescent, St Nicholas Road, Park Avenue, Barry Hotel, Broad Street, Gladstone Road, Tynwydd Road, return via Holton Road, Civic Offices, Broad Street and Barry Hotel, Harbour Road and St Nicholas Road to King Square	Cardiff Bus	<b>Days of Service:</b> Mon-Friday <b>Operating Hours:</b> Starts 7:40, ends 22:45. <b>Frequency:</b> Generally 30 min freq with X96 <b>Days of Service:</b> Saturday <b>Operating Hours:</b> Start 6:47 end 22:45. <b>Frequency:</b> Similar to weekday services. <b>Days of Service:</b> Sunday <b>Operating Hours:</b> Start 9:20 end 22:40. <b>Frequency:</b> 1 every hour throughout the day.	4 evening services are subsidised Mon- Sat the rest are commercial
97	<b>Barry Town Circular</b> via Colcot, Barry Hospital, Barry Hotel, King Square, Gibbonsdown,	Cardiff Bus	<b>Days of Service:</b> Mon-Saturday <b>Operating Hours:</b> Start 7:48 end 17:48 <b>Frequency:</b> Every 20 mins peak and 1 an hour interpeak.	Fully Commercial
97a	<b>Barry Town Circular (anticlockwise)</b> via Colcot, Gibbonsdown, King Square, Barry Hotel, Barry Hospital	Cardiff Bus	<b>Days of Service:</b> Mon-Saturday <b>Operating Hours:</b> Start 7:40 end 17:45. <b>Frequency:</b> About every 30 mins peaks and 1 an hour off peak.	Fully Commercial
98	<b>Barry Town Circular (anticlockwise only)</b>	Cardiff Bus	<b>Days of Service:</b> Mon-	Fully Commercial

	via Buttrills, North Walk, Barry Hospital, Highlight Park, Cwm Talwg		Saturdays <b>Operating Hours:</b> Start 7:55 end 178:35. <b>Frequency:</b> Every 30 mins		Fully Subsidised
99	<b>Barry Civic Offices, King Square, Lundy Park, Coldbrook, Safeway</b> via Slade Road, Ramsey Road, Treharne Road, Dobbins Road	Cardiff Bus	<b>Days of Service :</b> Mon-Saturdays <b>Operating hours:</b> Start 9:14, end 17:14, <b>Frequency:</b> 1 every hour.		Fully Subsidised
100	<b>Barry Town Circular- Sunday Service</b> via Colcot (Winston Square), Merthyr Dyfan (Skomer Rd.), Langlands Road, Cadoxton Royal, King Square, Barry Hotel/Rail Station, Barry Island (Marine Hotel), Barry Island (Seafront), Romilly Schools, Barry Hospital, Colcot Arms and Highlight Park (Tesco)	2 Travel	<b>Days of service:</b> Sunday and Bank Holiday Mondays <b>Operating Hours:</b> Start 12:40 end 22:40 <b>Frequency:</b> 1 every hour.		Fully Subsidised
144	<b>Llantwit Major, St Athan, Rhoose &amp; Barry Hospital to Barry King Sq.</b> via Cowbridge, Llantwit Major, Boverton, RAF St. Athan (West), Eglwys Brewis, RAF St. Athan (East) St. Athan Village, East Aberthaw, Rhoose, Weycock Cross, Barry Boys School/Tesco, Barry Hospital, Barry College and King Square.	Thomas Coaches	<b>Days of Service:</b> Mon-Fridays <b>Operating Hours:</b> Start 6:30 end 18:35. <b>Frequency:</b> Irregular		Fully Commercial
145146	<b>Bridgend to Llantwit Major</b> 145 via Llantwit Major, St. Donats, Marcross, Monkash, Wick, St. Brides Major, Southerndown, Ogmores-by-Sea, Ewenny and Bridgend. Attending to include St Athan, Aberthaw, Fonmon Cross and Rhoose airport and from the Airport onto Barry via the Hospital and College.  <b>146Bridgend to Llantwit Major to Barry</b> via Cardiff International Airport,	EST (Mon-Sat) FIRST (Sunday)	<b>Days of Service:</b> Mon-Sundays <b>Operating Hours:</b> All day <b>Frequency:</b> 1 every 120 mins  <b>Days of Service:</b> Mon-Sunday, <b>Operating Hours:</b> Daytime <b>Frequency:</b> 1 every 120 minutes.		All journeys subsidised apart from one am and the PM journey on college days. Also the extended 146 to Barry. Then the Airport and operation via St. Athan and Rhoose is commercial.
304	<b>Cardiff International Airport, Dinas Powys and Heath Hospital</b> via Cardiff International Airport, Cwm Talwg, Barry Hotel/railway Station, Broad Street, Barry	Thomas Coaches	<b>Days of Service:</b> Mon-Friday (except Bank Holidays) <b>Operating Hours:</b> Start		Fully Commercial

320	Civic Offices, King Square, Weston Square, Cardiff Rd., (Thomas Motors), Ty-Verlon Ind. Estate, Dinas Powys, Eastbrook, Llandough Hospital, Leckwith, Central Station (Wood St.), and Heath Hospital (U.H.W.)	Cardiff Bus	7:40 end 18:40 <b>Frequency:</b> Hourly	
322	<b>Cardiff, St Fagans, Peterston, Talbot Green</b> via Talbot Green, Leeke of Llantrisant, Llannerch Vineyard, Hensol Castle, Clawdd Coch, Pendoylan, Peterston-Super-Ely, St. Brides, St. Georges, Drope, St. Fagans, Fairwater Green, Llandaff Fields and Cardiff Central.	Cardiff Bus	<b>Days of Service:</b> Mon-Saturday <b>Operating Hours:</b> Daytime only <b>Frequency:</b> 1 every 120 minutes	Subsidised
322	<b>Barry, Peterston-Super-Ely, St Georges &amp; Cardiff.</b> via Weston Square, King Square (Barry), Romilly Schools, Peterswell Road, Barry Hospital, Colcot Arms, Weycock Cross, Moulton (Divertabuss on request), Amelia Trust Farm, Sycamore Cross, Gwern-y-Steeple, Peterston-Super-Ely, St. Brides, St. Georges, Drope, Culverhouse Cross and Cardiff Central.	Cardiff Bus	<b>Days of Service:</b> Mon - Fridays <b>Operating Hours:</b> Daytime only <b>Frequency:</b> 1 every 120 minutes	Subsidised
B1	<b>Barry Town Circular</b> via Barry Garden Suberb, Porth-y-Castell, Lakeside, Broad Street, Morrisons Store, King Square, Cadoxton (Weston Square), Safeway Store, Palmerstown, Gibbonsdown, Colcot, Tesco Store, Severn Avenue, King Square, Morrisons Store, Romilly Schools, All Saints and Porth-y-Castell.	EST Transport	<b>Days of Service:</b> Mon-Fridays <b>Operating Hours:</b> Daytime <b>Frequency:</b> 1 every 60 minutes but not at peak hours.	Fully Commercial
L3	<b>Heath Hospital and Llandough Hospital</b> via Heath Hospital (U.H.W.), Llandaff (Western Avenue), Ely (Pendine Stores), Culverhouse Cross, Leckwith and Llandough Hospital	Thomas Coaches	<b>Days of Service:</b> Mon-Fridays <b>Operating Hours:</b> Start 9:10 end 16:10 <b>Frequency:</b> 1 every hour.	Supported by Cardiff CC
V1/V2	<b>Cowbridge, Llantwit Major, Bridgend and Barry</b> V1 via Cowbridge, Llanblethian, Llysworney, Llandow, Sigingstone, Llanmaes and Llantwit Major	EST Transport	<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> Start 7:30 end 17:30 <b>Frequency:</b> 1 every two hours	Subsidised

	<b>V2</b> via Llantwit Major, Boverton, St. Athan, Flemingston, New Barn, St. Mary Church, St. Hilary and Cowbridge.		<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> Start 10:00 end 16:00 <b>Frequency:</b> 1 every 2 hours	
V3/V4	<b>Cowbridge and Bridgend</b> V3 via Cowbridge (rear of Town Hall), Pentre Meyrick, Penllyn, Craig Penllyn, Fferm Goch, Llangan, Treos, Bridgend College, Waunscil Avenue and Bridgend bus Station  V4 via Bridgend Bus Station, Bridgend College, Tesco, Ewenny Bridge, Corntown, Colwinston (Primary School), Pentre Meyrick and Cowbridge (Rear of Town Hall).	EST Transport	<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> start 8:35 end 16:30 <b>Frequency:</b> 1 every two hours  <b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> 9:00 start, 17:00 end <b>Frequency:</b> 1 every two hours.	Subsidised
V5	<b>Cowbridge and Barry</b> via Llantrithyd, Llancafarn, Llanbethery (on request), Llanccadle, Penmark, Fonmon, Rhoose, Peterston-Super-Ely, Pendoylan, Tair Onen, Welsh St. Donats, Maendy & Aberthin	EST Transport	<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> Start 9:00 end 15:25 <b>Frequency:</b> Irregular	Subsidised
V6	<b>Cowbridge, Aberthin, Ystradowen &amp; Pontyclun</b> via Llantwit Major Bus Station, Cowbridge, Aberthin, Maendy, Ystradowen, Tal-y-Garn Hospital, Llanharri, Brynsadler, Pontyclun, Leekes Store and Talbot Green Bus Station	EST Transport	<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> 7:10 start and 16:45 end. <b>Frequency:</b> 1 every hour.	Subsidised
X4	<b>Barry- Cardiff (New Service)</b> Via Lids Pencoedre, Colcot, Barry Hospital, Jenner Road, Park Crescent, Broad Street, Holton road, Western Hill, and then follow existing X5 service route into Cardiff.	2 Travel Group	<b>Days of Service:</b> Sunday <b>Operating Hours:</b> Day and early evening <b>Frequency:</b> Every 2 hours	Subsidised
X5	<b>Llantwit Major, Cardiff Airport, Dinas Powys, Cardiff</b> via Llantwit Major, Boverton, RAF St. Athan, St. Athan, Aberthaw, Rhoose, Cardiff International Airport, Weycock Cross, Pontypridd Rd.,	FIRST	<b>Days of Service:</b> Sundays <b>Operating Hours:</b> All day	Subsidised

	Romilly Schools, Barry Hotel/Rail Station, Barry King Square, Weston Square, Dinas Powys, Eastbrook, Llandough, Leckwith and Cardiff.			<b>Frequency:</b> 1 every 120 minutes	
X45	<b>Cowbridge, Llantwit Major, Cardiff Airport, Cardiff</b> via Cowbridge, Penyrheol Terrace, Llantwit Major, Boverton, Eglwys Brewis, St. Athan, East Aberthaw, Rhoose, Cardiff International Airport, Weycock Cross, Barry Rail Station, Barry (King Square), Cadoxton (Weston Square), Cardiff Road, Dinas Powys, Ferry Road (Asda) and Cardiff The Hayes	Thomas Coaches		<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> Start 6:30 end 18:35 <b>Frequency:</b> Generally Hourly	Fully Commercial
X90	<b>Cardiff to Llantwit Major</b> via Kingsway, Wellington Street, Ely Link Road, Wenvoe	Cardiff Bus		<b>Days of Service:</b> Mon-Fridays <b>Operating Hours:</b> Day time <b>Frequency:</b> 1 return commuter Journey	Commercial
X91	<b>Cardiff to Llantwit Major</b> via Wellington Street, Ely Link Road, Wenvoe, Rhoose, St Athan	Cardiff Bus		<b>Days of Service :</b> Mon-Sundays, <b>Operating Hours:</b> All day <b>Frequency:</b> 1 every 60 minutes, infrequent in evenings and on Sundays	Commercial
X96	<b>Cardiff, Canton, Ely, Wenvoe, Colcot, Barry</b> via Culverhouse Cross, Winston Square, Barry Hospital	Cardiff Bus		<b>Days of Service:</b> Mon-Saturdays <b>Operating Hours:</b> Daytime <b>Frequency:</b> Generally makes up a 30 minutes frequency with service 96	4 evening services are subsidised
X2	Porthcawl (John Street) - Newton (Globe) - Laleston (Mackworth Arms) - Bridgend (Bus Station) - Cowbridge (Town Hall) - Bonvilston (Red Lion) - St. Nicholas - Culverhouse Cross (A48) - Lansdowne Road - Cardiff (Greyfriars Road) - Cardiff (Bus Station)	FIRST		<b>Days of Service:</b> Daily <b>Operating Hours:</b> Runs from 6:30 till 22:30. <b>Frequency:</b> 1 every 20-30 minutes in the peaks and every 60 minutes in off peaks.	Subsidised between Cardiff and Bridgend during the evenings and Sunday