



TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES

Snowdonia Bus Network



Mae Trafnidiaeth Cymru yn eiddo i
Lywodraeth Cymru
Transport for Wales is owned by the
Welsh Government

Agenda

Network and service development

Context:

Working in partnership with LAs to develop and improve the bus network in terms of service, accessibility and integration

Bus transformation

Context:

“Non-network” related factors to improve bus in Wales, including data, ticketing and information



Taking us forward together

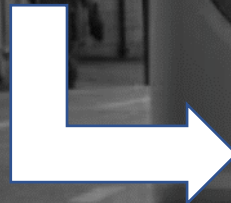
Local Authority input

- Assessment of current status
- Live plans
- Unlocking limitations
- Aspirations
- Commitments



Operator Input

- Assessment of current routes
- Data input
- Understanding financial status
- Aspirations
- Commitments



Consultation

- Political spectrum
- Public
- Education
- Health Boards
- Other Stakeholders

Data Drive Application of Core Principles

Reliable

Integrated

Efficient

Optimised

Simple

Insight



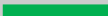




Approach	What we mean	Enabler
Reliable	Is there when you need it Departs on time Arrives on time	The service runs and covers a good proportion of the day Bus routes have access to good quality priority measures Realtime passenger Information
Integrated	Simple ability to change inter bus & modes Includes Active Travel P&R opportunities	Journey planning app Good quality infrastructure Seamless Ticketing Brand Land use
Efficient	Financially sustainable Offers VFM Demand led	Access to data Financial modelling Business Case
Optimised	Correctly resourced Is not wasteful Best routing for mass transit	Access to data Procurement Partnership S106
Simple	Co-ordinated Easy to understand Consistent	Journey planning app Good, clear information Modern, simple ticketing & payment methods
Insight	Current users – are they happy? Non Users – what will it take to make a switch? What market is being catered for?	Transport Focus User groups Consultation Segmentation



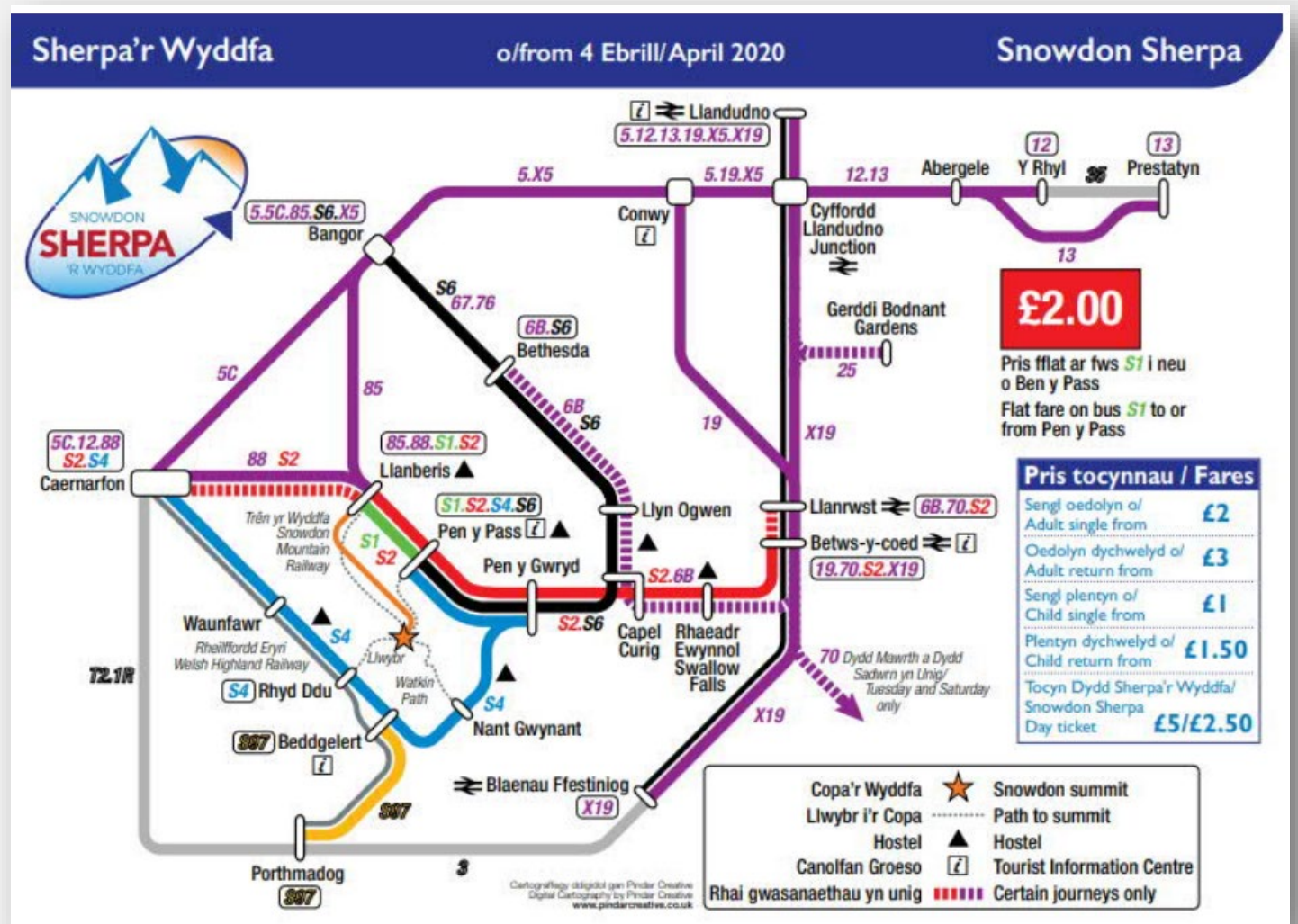
Design Reference Network

National Regional Local Fast DRT Other



Approach	What we mean	Frequency target	General hours of operation	Ticketing	Characteristics	Brand
National 	Strategic long distance	2 hourly or better	7-7 with some exceptions	Barcode on mobile, AP fares, cash at Payzone > ABT	Cover large geographical territory Generally, less stops Connections into the wider network. Leisure, tourism, some work, education Comfortable Active Travel	Traws Cymru
Regional 	Inter county	Hourly or better	Early until late	Barcode on mobile, AP fares, cash at Payzone > ABT	Reasonably direct in routing Stopping service Operates early until late Links principle towns/cities Work, education, socialising Practical Active Travel	TBC
Local 	Feeder routes specific to a to an area or location	Variable depending on area 1) Urban – up to and including every 10 mins 2) Rural – upwards from once a week	Variable depending on area 1) Urban – early until late 2) Rural – day time	PAYG - cash option Payzone	Shorter journeys Feeds National, regional, metro & rail Focuses around one town/city/area All stops Work, education, socialising Access	TBC
Super Bus 	buses acting like trains	Every 15mins or better	Potentially up to 24hr availability	PAYG - cash option Payzone	Innovation Key corridors New technology Big infrastructure BRT – in whole or part Priority Inspired	TBC
DRT	Zonal, first mile last mile or rural	Scale depends on zone size/demand	Variable	Variable	Rural or urban Feeder in to hub Bookable Digital	Fflecsi
Other 	Route with specific purposes	Variable depending on demand	Variable depending on purpose	Barcode on mobile, AP fares, cash at Payzone > ABT	Airport Sea Port National Parks Leisure (open tops)	Various TBC





- Long standing network
- 8 routes
- Duplication
- Limited connectivity opportunities
- Inconsistent fare structure
- Undersold & uninspiring

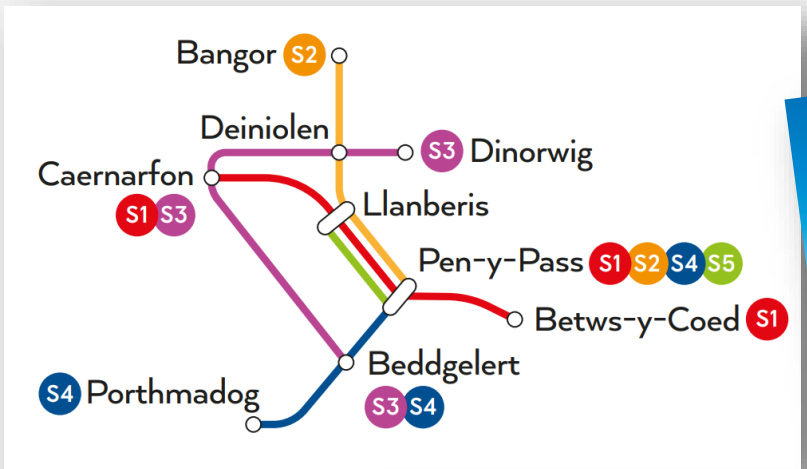


SHERPA'R
WYDDFA

teithiau trwy
dwyfedydd mynoddig
i chi iafeddu


**SHERPA'R
WYDDFA**

Network and service development





SHERPA'R WYDDFA

S2 towards Pen-y-Pass

S2 towards Pen-y-Pass

S2 towards Pen-y-Pass | Llanvfdjkgceris

Bangor rail station H



A collage of various documents related to the bus service. It includes several timetables with columns for routes, destinations, and times. There are also maps showing the service area, promotional material with photos of people and landscapes, and text about the service. The documents are overlapping and arranged in a way that suggests a comprehensive service offering.



SHERPA'R WYDDFA

take the parking out of the park

- Simplification
- Removal of duplication
- Consistent service understanding
- Passenger focus and access focus
- Mode and timetable integration

Funding and Partnerships

Operator financial data

Payment and reconciliation portal

BES2, umbrella partnership, economic contract

Information and Systems

Tap off readers

Contactless and barcode readers

Welsh bus open data agreement

Real time information

Network Infrastructure and Fleet

Standards

Operator customer information



Any questions/feedback?

“That Wales has a stable and coherent network of bus services that are fully integrated with other modes of public transport that are reliable, affordable, flexible, easy to use, low carbon and encourage more people to use the bus rather than their cars”



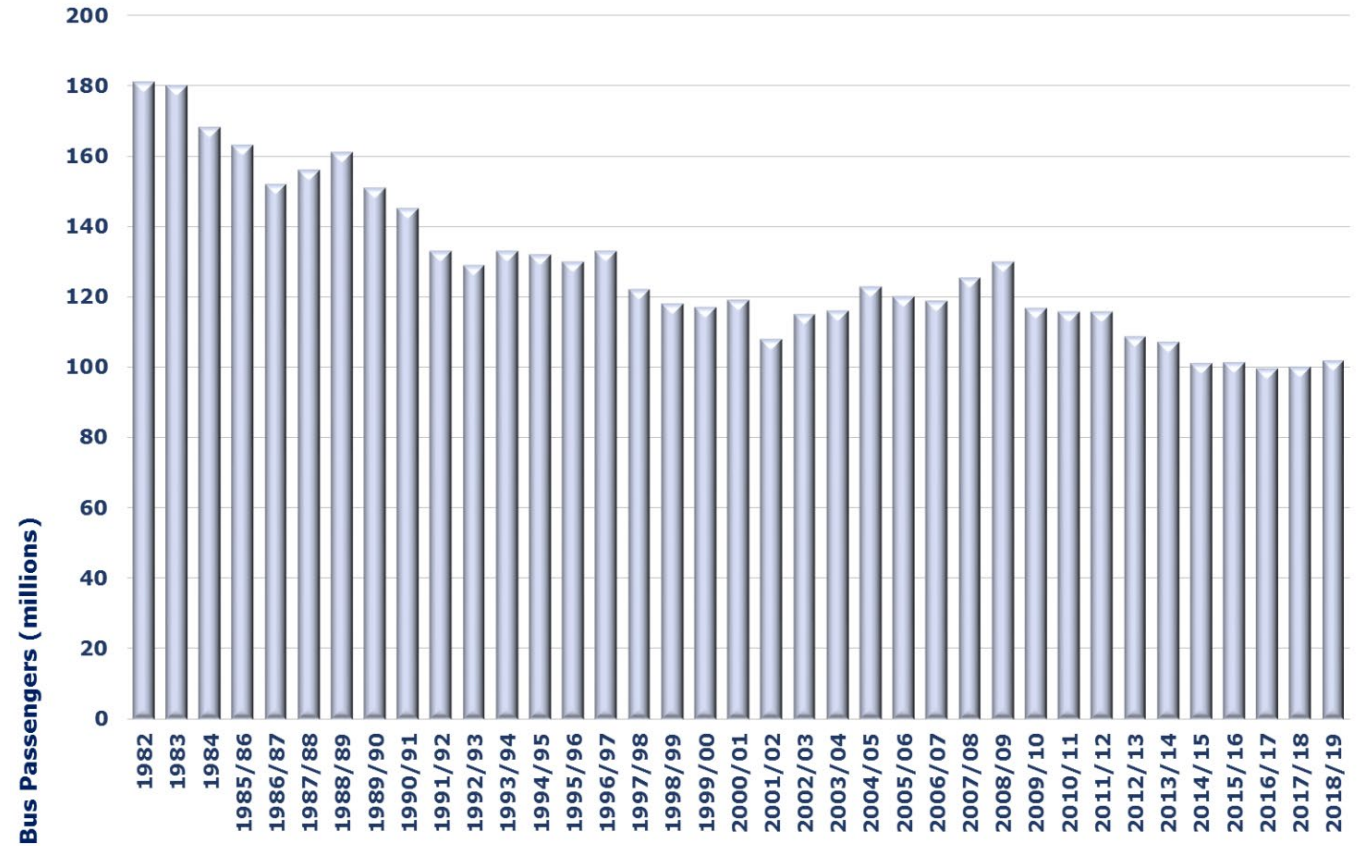
One Network, One Timetable, One Ticket: Bus White Paper

Joshua Miles

Director CPT Cymru

The long-term context

- Between 1950-71 demand for bus services halved across GB
- Between 1971-1982 down a further 33% across GB
- First Wales only figure showed 180m in 1982
- Plateau at around 100m by 2015
- Currently 30/35% down post-covid
- UK transport acts in 1947, 1962, 1968, 1985, 2000, 2017 (England), 2019 (Scotland)
- Most legislation has sought to deal with decreasing passenger numbers and increasing operational costs

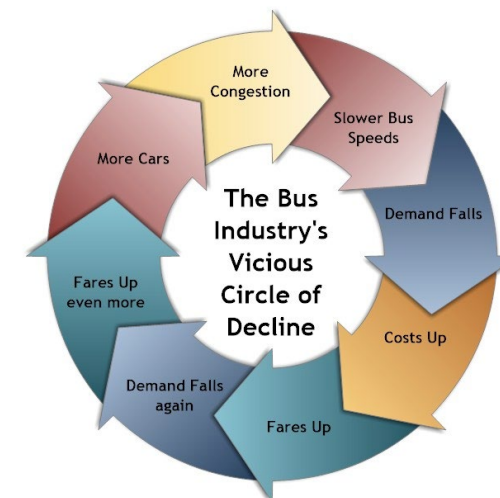
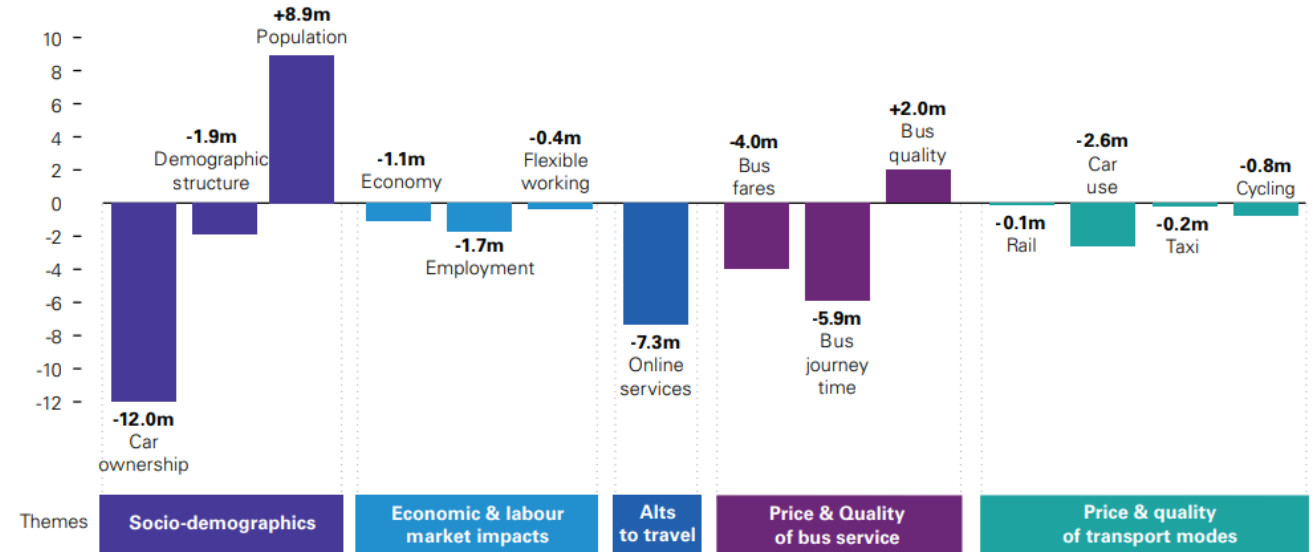


The Challenge

- 75% of changes to demand outside of operator control – KPMG
- Car ownership the largest factor
- Shift to online services
- Congestion reducing journey times and increasing costs
- Decline of town centres
- Covid-19 has hastened many of these trends

Legislation alone cannot change these trends, but it can help us address them

Figure 11: Changes in Scottish bus journeys by demand driver (2011/12 to 2015/16)



The Bus White Paper



To succeed, the legislation must address three things:

- 1) **Poor transport governance** – LAs, CJs, Metros, TfW, Burns Commissions, ‘Guiding Mind’
- 2) **Operating Model** – Franchising is WG preferred option but will be a major change & will likely cause higher operating costs
- 3) **Funding landscape** – Pre-covid direct subsidy £25m pa (vs around £200m for rail), significant ongoing investment/subsidy will be required

Other points to note:

- Benefits for the passenger not yet obvious
- Wales has many SME operators that will be at risk
- London model – population density, lower car ownership, congestion charge, £2m per day subsidy
- Challenge in securing investment between now and the franchise regime being introduced



PUBLICATION

One network, one timetable, one ticket: planning buses as a public service for Wales

We are seeking your views on proposals for new bus legislation.

First published: 31 March 2022

Last updated: 31 March 2022



The Passenger Perspective



Bus Users UK is a registered charity that campaigns for inclusive, accessible transport – **for everyone**

We are the **only** approved Alternative Dispute Resolution Body for the bus and coach industry

And the designated body for handling **complaints** under Passenger Rights in Bus and Coach Legislation

We successfully resolve around **2,000** complaints a year, on issues ranging from service reliability and frequency, to driver attitude and **ticketing**



In Wales and Scotland, we **monitor** services to ensure operators are meeting their commitments to passengers

And we run events across the UK, **connecting** local communities with the people who run their bus services

We understand transport and we **understand** the needs of the people who rely on it

And we share this unique insight with transport providers, planners, and central and local government, to **improve** services for everyone



Local Travel Needs

1. Buses Connect Communities
2. The Bus is my Lifeline
3. Case Studies



Meeting the Challenges Ahead

1. Bus Driver Shortage
2. Information / Digital Exclusion
3. Tackling Congestion





Thank you for listening

Barclay Davies OBE

Director for Wales

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www.bususers.org



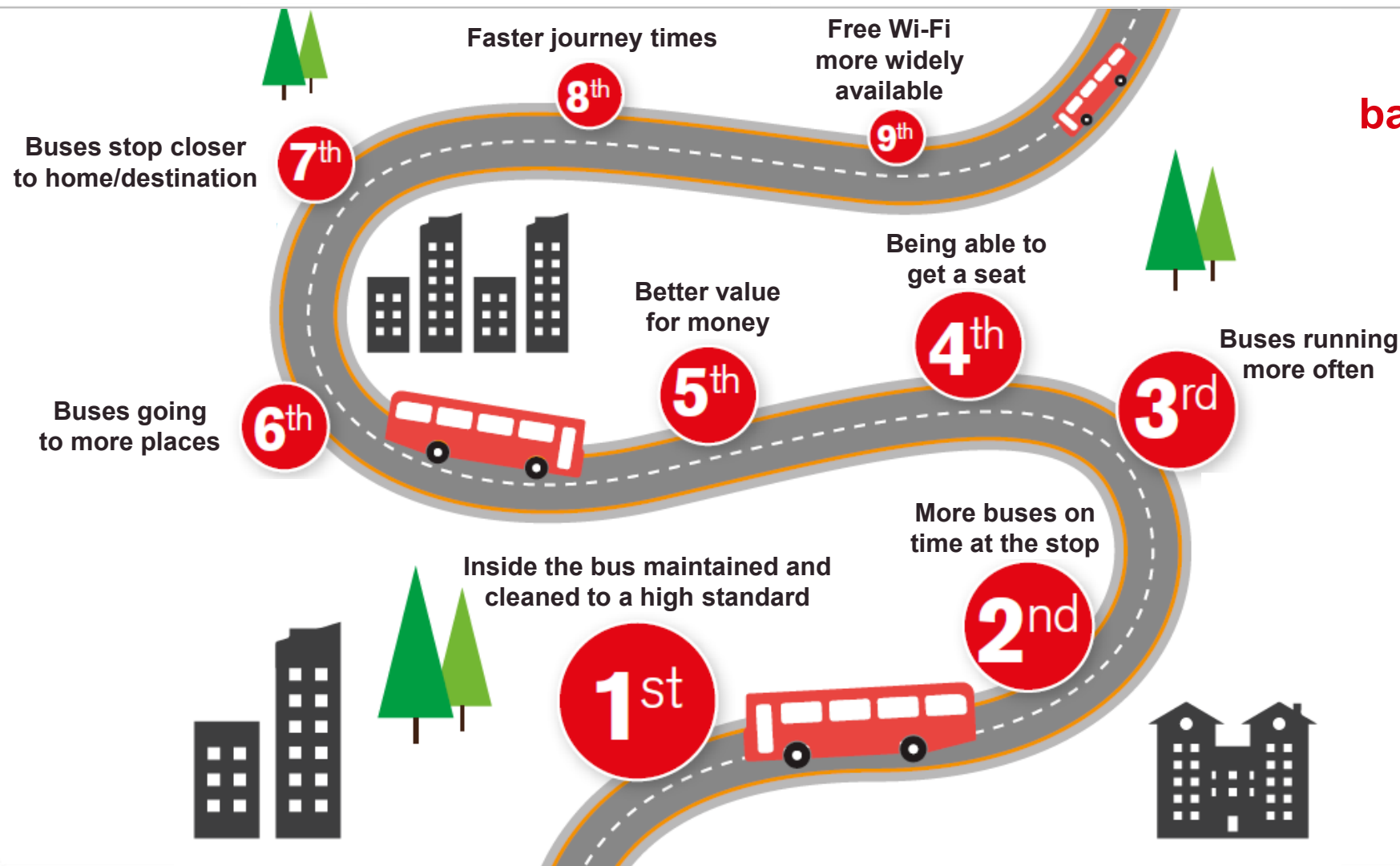


Buses in Wales – the passenger perspective

David Beer, Senior Manager Wales

9 June 2022

Proposals must reflect priorities that encourage greater bus use



Getting passengers back on buses in Wales

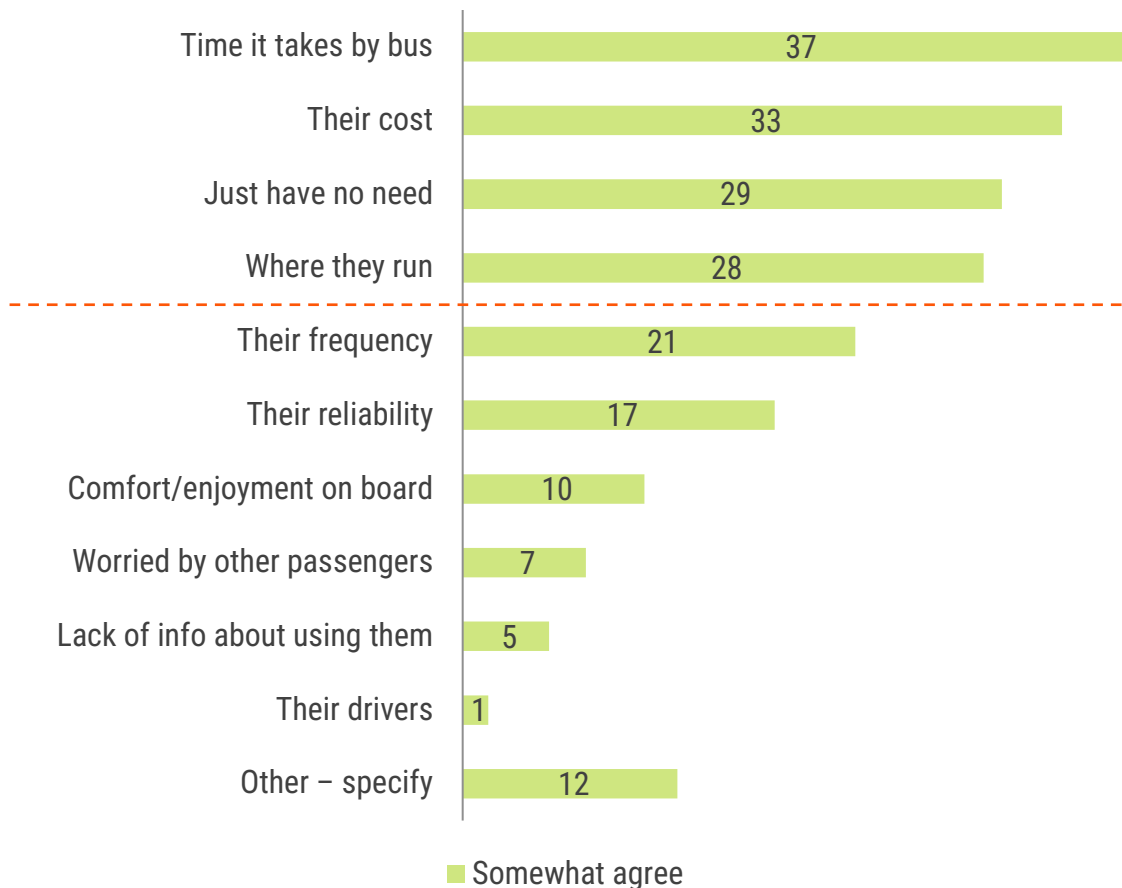
June 2021

What would encourage lapsed concessionaires to travel more?

- Buses going to more destinations
- Buses more frequent
- Remove restrictions when free pass can be used

2022 not yet published

Address key barriers to travel – **cost, convenience, complexity**



Non bus users: reasons for non use

September 2020

Other reasons



Q9. What are your top TWO reasons for not using buses
Base: Non bus users: 1,700

A valuable place for innovation – the experience with fflecsi

Integrated and demand responsive transport research with users and non-users across pilot schemes in Wales and compared with two schemes in England

- Once the flexible concept is understood, it is seen as an attractive option by both bus users and those open to using it in place of a car
- Promotion and education are imperatives for people to appreciate the concept, booking system and that it is 'for everybody'
- Well-suited to serve the rural communities and has a role to play in metropolitan areas
- Integration with scheduled bus and train services is appealing, although some concerns about the reliability of connections
- using an app to book a ride is appealing and marks the service out as innovative and modern
- The vehicles are generally well-liked, but the drivers are the face of the service and who make the passenger experience what it is



Overall verdict: clear and valuable role for these services as part of the overall transport mix, but only one part of the picture



Measurement and comparison of outcomes for passengers

Bus Passenger Survey 2017: passenger satisfaction in Wales



Overall
journey



90 %

England

88%



Journey time



86 %

84%



Punctuality



76 %

73%



Value for money
fare-payers only



64 %

65%



Bus driver
greeting/welcome



81 %

74%



Interior cleanliness
and condition



84 %

80%



Availability of seating
or space to stand



88 %

86%

Figures shown are total very or fairly satisfied.

Three key points for gaining the passenger perspective

Transport Focus Wales stands ready to assist

1. Setting national standards and targets

- Delivering better punctuality, reliability and value for money
- Standards for what passengers can expect and redress
- Underpin with a passenger charter for Wales

2. Commitment to measuring outcomes with robust independent evidence

- Regular benchmarked measure of passenger satisfaction
- Publish results and delivery against targets
- Understand deeper issues, barriers and share best practice

3. Independent representation of transport users

- Holding to account for service delivery and challenging providers
- Statutory consultee to scrutinise plans and schemes



Please respond to the consultation: One network, one timetable, one ticket
Closing date is 24 June 2022

