

MOVING FORWARD >> *TOGETHER*

Regional Transport Manifesto
for South West Wales



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Everyone has a part to play in the transition to a greener, healthier, more equal, more integrated, more accessible and more affordable transport system for South West Wales.

Capturing the key messages from an intensive two-day co-production event, bringing together 160 citizens from communities, businesses and organisations in South West Wales, this document sets out our Travel & Transport Manifesto for South West Wales, with recommendations and responsibilities for communities, businesses, organisations and individuals.

1. LOCAL AUTHORITIES
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4. TRANSPORT OPERATORS
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IN OUR OWN WORDS

Through 8 hours of recordings and extensive text chat records, we have captured the words of people from across our region - different ages and backgrounds, in rural and urban communities, representing a vast diversity of perspectives, who want to have a voice on regional transport challenges and opportunities in South West Wales. You will hear their voices throughout this manifesto.

The fact that **we are all paying for car use whether we drive or not** should be more obvious to people, will make them think about this more.

I bet if I lived in a big town or city, I'd probably choose not to drive because you got everything in your area. But in the countryside it is mandatory.

We need to undertake wide scale **public surveys** about transport issues, on a regular basis. In every travel survey I have seen in the last 20 years the number one barrier to public transport use is speed of journey.

One way of **focusing politician's minds** on access to public transport is to **withdraw their ability to claim mileage charges** for official journeys and replace it with reimbursement of public transport fares.

I think it would be unfair to charge people in rural areas or people with disabilities for car use in the same way as people who live in places where public transport is more regular and accessible.

Try growing up somewhere like Lampeter.... I did, on a farm no less (and I had no choice in that matter). I was desperate to get my driving licence and a car the moment I turned 17, purely for the freedom it offered.

'keeping it local' supporting local businesses and focusing on what is available locally as opposed to travelling. I think this is **one of the most important things** we need to turn around!

We have **great champions in Carmarthenshire** for cycling and it's thanks to them for the great **new cycle tracks coming** and the joining up of cycle networks in Carmarthenshire!

If you took my car away then social services would need to pay for the 50 hours of care I provide for my mum and I would lose my job and need to claim benefits, I would lose my home also.

Scotland planned on using a **Tourism tax** for people going to tourist destinations. Would something like that be useful with journeys/ public transport to **put more money back into communities?**

1. LOCAL AUTHORITIES

Commit to Co-Production

People want their local authorities to involve them more in conversations about sustainable transport and active travel routes.


Make Cycling and Walking Safer

People want their councils to support active travel by investing in more cycle lanes, street lights, secure bike parking, road cycle training, gritted cycle paths and 20mph zones.

“The biggest deterrent to cycling is safety.”

Lead the Way


People want local authorities to lead the way by switching to electric vehicles, and giving employees access to electric pool cars, e-bikes and e-scooters to reduce private car ownership.



You can't penalise people for using a car if the alternatives aren't there. First you have to make sure people have other options.

There is funding available for cycle routes. Councils should involve people in planning how to spend more of that funding.

2. PLANNING POLICYMAKERS

A photograph of a modern, multi-story brick apartment building with large windows and balconies. In the foreground, there is a street with traffic lights and a few pedestrians. A large white speech bubble with a dark blue border is overlaid on the left side of the image, containing text.

*We need to
change the thinking
of planners, they need to
stop allowing building
away from where the
population is.*

Town Centre First!

People want an end to out-of-town developments that depend on car use. Develop supplementary planning guidance to ensure only sustainable developments get planning, and insist on active travel and public transport strategies for all new developments.

Educate & Support Developers


People suggested that developers need to be supported to develop sustainable places, with workshops to share best practice, emphasising active travel provision, community car share schemes, renewable EV charging points, bike storage for every home, and 15 minute neighbourhoods.

*“Stop building hospitals, homes
and office parks that can only be
reached by car!”*

Revise Local Development Plans

People want Local Development Plans to align with the 7 wellbeing goals of the Wellbeing of Future Generations Act.

3. EMPLOYERS & BUSINESSES



*Promote
car sharing
and charge for
parking*

*Set up an
EV pool car
scheme & bike
library*

*Continue to
enable home
working.*

*No more
international
travel!*

*40p per mile
for cycling,
not petrol!*

*Locate
your business
in the town
centre*

Talk to Staff & Implement Their Ideas

People want employers to involve their staff in thinking about sustainable travel, asking what they need, understanding obstacles and implementing their ideas.

Provide Support, Incentives & Facilities

From promoting car sharing, to ditching the dress code, to offering flexible start/finish times, to providing showers and secure bike storage, to offering financial support to buy bikes, e-bikes and e-scooters - there are lots of ways employers can support more active travel and public transport use.

***“Join Swansea Bay Sustainable
Travel Planning Forum.”***

Contact J.Cornelius@swansea.ac.uk

Make Reducing Car Use a KPI

In response to the climate emergency, people want employers to measure and track car use, reward and incentivise sustainable travel, and take responsibility for how staff (and customers) travel.

4. TRANSPORT OPERATORS

Make Transport Accessible to All

People want bus and rail companies to involve young people and disabled people in designing services and campaigns that meet their needs. Accessible timetables, easy-to-read route maps, colour coding, and more space for wheelchairs - these things will make travel easier for everyone. Local volunteers could be recruited to support people with additional needs.

“Make it easy, safe and pleasant!”

Collaborate & Integrate

People want buses and trains to connect up their routes and timetables. They want to see operators using technology and working together through platforms like Traveline Cymru to enable personalised travel plans, integrated ticketing and discounted passes.

Focus More on Safety and Comfort

People want safe waiting rooms at all stations - weather and safety concerns deter travel. Waiting rooms and toilets need to be open outside ticket office opening hours

Involve young people in designing campaigns!

Public transport should be cheaper, or free!

Community transport is part of the solution.

Allow bikes on buses and trains - this is a priority!

Address isolation, poverty and health inequality



5. SCHOOLS & COLLEGES



Colleges need to engage meaningfully with bus & train operators. Swansea Uni made the case for more bus services, then promoted the services to staff and students. It worked!

Make Cycling & Walking the Norm

People want schools, colleges and local councils to make it easier, safer and more appealing to walk or cycle to school, with more cycle lanes, streets closed to cars at peak times, and secure bike stores at every school.

Involve & Listen To Young People

Young people want to be involved in designing campaigns to promote public transport options to students. Listening to what young people want and involving them in service design is key.

“Let’s create a generation of confident cyclists and bus users.”

More School Buses Available to All

People want to see more school buses, and for these to be available to all students, not just for a specific school - which means more joined up working between schools and colleges. Student buses can also be open to the community, increasing services for everyone.

6. TOURISM DESTINATIONS

Work with the Transport Operators

People want attractions and destinations to communicate and collaborate with transport operators and with each other to make the case for improved bus services from railway stations.

“South West Wales should focus on sustainable tourism.”

Promote & Reward Sustainable Travel

People want destinations to provide clear and current information on how to arrive by public transport, and reward people who don't bring their cars, for example by offering discounts on production of rail or bus tickets.

Be Responsible & Proactive

Whether by running a shuttle bus to meet the train during peak periods, providing free community transport for staff and local people in nearby communities, providing secure bike storage for staff and visitors, or installing EV charging points - people want the tourism sector to play an active role.

It's not just about visitors. Poorer people can't access local beaches and green spaces if they don't have a car. Companies should do more to help.



7. COMMUNITIES



Local mobility hubs could make e-bikes, e-scooters and even shared electric cars available in communities.

Develop Community Transport

Community transport operators like Dolen Teifi want to support local communities to establish and run their own transport services to meet local needs. Find out what services already exist, promote them and recruit volunteers, engage the wider community to expand on what's available.

Establish Local Groups

Establishing a local group to promote walking, cycling, safer streets and sustainable travel is a great way to empower your community. Living Streets is a national charity that supports local groups. Awel Aman Tawe can help communities crowdfund EV charging points and EV car share co-ops.

“South West Wales Connected CRP can support communities to set up a local active travel group.”

Ensure Visible Representation

Make sure all members of the community can see “people like them” represented in active travel campaigns.

8. INDIVIDUALS

Buy Local & Use Local Services

Buy as much as possible from local businesses and encourage them to make local delivery rounds. Use (and lobby for) local services that reduce the need to travel long distances. This is positive for the regional economy and the environment.

“Lockdown taught us that we can make huge lifestyle changes when we need to.”

Plan Ahead and Reduce Journeys

Travelling by public transport requires more advance planning. Thinking more carefully about journeys and combining all your weekly errands in one car trip could make a big difference. Deciding to walk or cycle is good for your health and for local air quality.

Volunteer Community Transport Schemes

Find out about community transport organisations in your local area, and support them by becoming a volunteer.

Challenge yourself: which travel habits could you change? Offering lifts to your neighbours or doing shopping for them could also reduce local car journeys.

Please do take advantage of our delivery service! We deliver to doorsteps around Swansea (and as far as Ammanford and Neath) twice weekly.



FURTHER THOUGHTS

We need to involve people who use public transport, people in communities and those from seldom heard groups, at the start of transport design and ongoing. People who use the transport systems have got the answers, and sometimes these are cheap and simple things to implement. Treat service users as the experts!

Transport should be regarded as a universal basic service - like healthcare and education. Free or low cost public transport is central to the vision of a healthier, more equal, more prosperous Wales and achieving our climate emergency commitments.

We need much more infrastructure for EV charging across the region, but private EV cars are not the answer and won't address the climate crisis or transport inequality. EV Car Share projects should be supported in communities and by employers, so that people can have access to a car without needing to own one.

FURTHER THOUGHTS

People want governments to stop spending money on new roads and car parks, and to put that money into public transport services instead. Investment in rail is welcomed, but buses carry more people and reach more communities, so we will get much more 'bang for the buck' by investing in bus services.

Once governments have invested significantly in sustainable travel options, we should support new legislation that makes car users pay the true cost of car use in towns and cities (e.g. congestion charging, parking charges, tolls). In rural areas, those same policies would be unfair and would worsen travel inequality.

Planning policy is a key lever. We need to stop low density out-of-town development which makes people car-dependent, and embrace a "town centre first" approach for residential, commercial, leisure and health developments. Locating jobs, services and facilities in local communities will create sustainable places where people don't need to own a car.

WHAT HAPPENS NOW?

This regional transport conference was the biggest and most inclusive conversation about travel and transport our region has ever seen, and tapped into the huge desire people have to discuss the issues and get their voices heard.

This is just the start of what we hope will be an ongoing conversation leading to real change for good. There was a consensus that we should keep this conversation going, with a regular regional community-led transport forum through which people can engage meaningfully with decision-makers, transport operators and each other.

If you recognise the need to involve communities more in your service design, strategy or policy development, or if we can support your upcoming consultations or community engagement objectives, please get in touch. We welcome the support of regional partners and look forward to hearing how you intend to address the recommendations of this report.

MOVING FORWARD >> TOGETHER

Regional Transport Conference
for South West Wales 2021

EVENT & MANIFESTO PARTNERS



4theRegion
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WORKING TOGETHER



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