

Bws Cymru: connecting people with places

March 2022

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Ministerial Foreword

Scientists from across the world are warning us in the starkest terms that we need to make urgent changes to the way we live if we want to avoid catastrophic climate change. We have a responsibility to future generations to act now through meaningful actions.

17% of carbon emissions from Wales comes from the transport system and we are determined to make changes that not only meet our NetZero targets but deliver a Just Transition as we go; cutting pollution whilst also building a fairer society.



We have created a car dependent society. Even though one in four people in Wales does not have a car in Wales, too often the services we rely on assume that we do.

For those who rely on buses to get about they have had to make do with a system that often fails to meet their needs.

That must change.

To achieve NetZero carbon emissions by 2050 we need to encourage people to make fewer car journeys and take more shared journeys by bus and train, and local trips by walking and cycling. We will only do that if we make sustainable forms of transport the obvious and easy way to get about.

Buses are the backbone of our public transport service, providing 3 out of every 4 journeys. But ever since privatisation in the mid-1980s bus use has declined, services have been discontinued and the wages of the workforce have been suppressed.

To date improving the system has proven incredibly frustrating under the set of laws that still stand as a legacy of privatisation. Even though we spend more than £100 Million of taxpayers money supporting buses in Wales we are not able to deliver a joined up system.

Bws Cymru sets out our strategy to deliver that change.

We have set out a detailed routemap to improve all aspects of bus service provision for passengers including infrastructure, road allocation, accessibility, integration with other public transport modes, and, more widely, how we can bring about positive change in the industry.

Of course, we cannot do this on our own. We have engaged bus operators, trade unions, local authorities, accessibility and passenger groups in developing these plans – and I'd like to thank them all for their thoughts and feedback.

With your support, we can deliver a better bus system in Wales.

Lee Waters MS
Deputy Minister for Climate Change
March 2022

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Summary of Actions

Bws Cymru sets out our plan for bus services in Wales. The Welsh Government will:

- Publish a Bus White Paper on legislative changes
- Implement a new operating model
- Review the Bus Services Support Grant (BSSG)
- Review Local Transport Fund
- Facilitate Bus Action Plans
- Facilitate future partnerships
- Increase bus engagement
- Produce interchange infrastructure guidance
- Fund integrated transport projects
- Improve integrated ticketing
- Improve network planning
- Create rural / community hubs and set service frequency standards
- Improve bus timetable & information
- Enhance the TrawsCymru network
- Learn from Fflecsi and move forward
- Enhance Community Transport
- Produce bus stop access and enforcement guidance
- Make buses accessible for all
- Make bus travel affordable
- Carry out the Learner Travel Review
- Implement Welsh Language Standards
- Produce a Bus Passenger Charter
- Create a Ultra Low Emissions Vehicle (ULEV) Bus Public-Private Partnership
- Decarbonise TrawsCymru
- Review Technical Advice Note (TAN) 18 (Transport)
- Produce bus infrastructure and planning practice guidance
- Instigate a public transport recovery campaign
- Create a bus professions' task force
- Improve bus driver training
- Increase low carbon engineering development
- Enhance transport planning professional development

1. Introduction

Strategic Context

Llwybr Newydd – the Wales Transport Strategy 2021, sets out a clear vision for the future of our transport system and bus services, encouraging people out of their cars and onto public transport. At its core are three priorities:

- Reduce the need to travel by bringing efficient services to people
- Allow people and goods to move easily by accessible, sustainable and efficient transport services and infrastructure; and
- Encourage people to use more sustainable modes of transport

With a target of 45 per cent of journeys to be made by public transport, walking and cycling by 2040, *Llwybr Newydd* commits the Welsh Government to reducing transport emissions as part of their efforts to tackle the climate emergency.

It sets out the overall ambition that Wales needs a transport system that is good for its people, communities, the environment, the economy, and our culture. It also outlines a series of actions across different transport modes, as well as initiatives in different areas of Wales.

While *Llwybr Newydd* contained an outline for buses, setting specific priorities for the sector, such as improving the quality and reach of services, addressing congestion hotspots and delivering new technology and infrastructure, *Bws Cymru* builds on these proposals. It sets out a vision on how to encourage people to use buses in their everyday lives, promoting social mobility and economic activity. And in doing so, also help to reduce car usage, improve air quality and lower transport carbon emissions.

This plan is for all bus stakeholders and partners to work towards to ensure that everything we do drives improvements within the sector.

Our vision is for:

“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 that encourage more people to use the bus, rather than their cars.”

Put simply, we want to create a bus system with passengers at its focus. It needs to be:

- Easy to access – through extensive networks, good infrastructure and welcoming drivers;
- Easy to use – through simple ticketing and sensible routes; and
- Easy to navigate – with fully integrated journeys and clear information.

The aim of this approach is summarised by the phrase ‘*One Network, One Timetable, One Ticket*’

Bws Cymru sets out the Welsh Government’s plan for changes to the bus sector during this Senedd term and within the current legislative framework. During this period, Welsh Government will bring forward new primary legislation, delivering

significant changes to the way bus services are secured. *Bws Cymru* outlines how, in the interim, proposals which do not require legislative change, can be achieved by working with our partners in local government and the bus industry.

We recognise that these proposals alone will not achieve the modal shifts envisaged in Llwybr Newydd. However, they should be viewed in the wider context of other Welsh Government Transport policy projects and initiatives to encourage more people to use public transport.

[Programme for Government 2021 – 2026](#)

The Welsh Government's [Programme for Government](#) sets out the priorities for this Senedd term. The following commitments are made in relation to bus services in Wales:

We will:

- Launch a new 10-year Wales Infrastructure Investment Plan for a zero-carbon economy.
- Create a modern legislative basis for transport in Wales.
- Lift the ban on local authorities setting up new municipal bus companies.
- Implement our new Wales Transport Strategy.
- Build on the success of our concessionary travel scheme for older people and look at how fair fares can encourage integrated travel.
- Work towards our new target of 45 per cent of journeys taken by sustainable modes by 2040, setting more goals where possible.
- Take forward the Burns Commission report for Newport.
- Make the Welsh public transport system more accessible for disabled people.

The Programme for Government also sets out further bus service priorities to be delivered by Ministers.

[The Burns Report – South East Wales Transport Commission](#)

In November 2020, the South East Wales Transport Commission published its [final recommendations](#) regarding sustainable ways to tackle congestion on the M4 in south-east Wales. Many of these recommendations have implications for bus services in the area.

While *Bws Cymru* will not be proposing specific projects within the south-east Wales area, the recommendations from the Burns Commission resonate with stakeholders across Wales.

We are hopeful that the principals underpinning *Bws Cymru* will help establish a positive working environment for these projects to be delivered, in south-east Wales and beyond.

[Llwybr Newydd](#) sets out four well-being ambitions which show how transport can contribute to wider Welsh Government ambitions and the goals of the [Well-being of Future Generations \(Wales\) Act 2015](#):

- Good for people and communities
- Good for the environment
- Good for the economy and places in Wales
- Good for the culture and Welsh language

These have been the core drivers when considering which projects will have the greatest impact, as well as considering the vital role bus services will play in Wales' future.

- Bus services help to create a prosperous Wales by enabling people to get to and from their places of work, education, or to hospitality or social activities.
- A resilient and globally responsible Wales is created when buses encourage people out of their cars onto more efficient transport. Buses also enable our communities to be more cohesive and keep our language and culture thriving.
- By using the bus, we can help improve air quality and reduce our carbon footprint, contributing to a healthier Wales.
- Finally, a more Equal Wales is created through widespread access to bus services which makes it affordable for all members of society.

Good for People and Communities

Despite the rise in Wales' population, bus services in Wales are declining.

For many years, passenger numbers have fallen steadily on most routes in Wales.

Falling passenger numbers mean that there is a greater pressure on fare-paying passengers, operators and the public purse to sustain the network.

However, taking the bus remains the principal form of public transport throughout Wales.

More than three in every four public transport journeys in Wales are by bus¹, with bus services crucial to a considerable proportion of the population;

- 13% of households do not have access to a car²;
- 25% of bus users are disabled or have a long-term illness³;

All sectors of society need access to buses. The loss of services can cut people off from their jobs and education, damage the economy of local businesses and affect people's physical and mental health. Rural bus services keep communities connected, provide local tourism benefits and help tackle problems with social exclusion.

¹ The National Survey for Wales

² The National Survey for Wales

³ Analysis undertaken by Transport for Wales, 2019

It is known that those of black, Asian and minority ethnic backgrounds, people with poor physical health and those from low-income households have higher rates of bus pass usage.

And those without access to a car are most likely to be younger, older, disabled, black and ethnic minorities, women and those on low incomes. But it is these groups who also often experience the greatest barriers to using the bus, particularly from a confidence and safety aspect.

Young people, particularly 17-20-year-olds, are more reliant on bus services than other age groups, primarily for journeys between school and home. In implementing *Bws Cymru*, we will pay particular attention to the statutory requirements of the Rights of Children and Young Persons (Wales) Measure 2011, and the underpinning principles enshrined in the UNCRC. This will be important when planning routes and thinking about affordable travel.

With increased public transport use shown to have a positive correlation with improved physical health, an effective, accessible bus service is vital.

The actions set out in *Bws Cymru* will hopefully enable greater levels of service provision and flexibility with a more integrated public transport service.

It seeks to increase patronage from all sectors of society, reduce car use, and in doing so, improve air quality.

In striving for 'unassisted transport', we hope to make bus travel barrier-free – from door-to-door.

Good for the Environment

To tackle the climate emergency and reduce carbon emissions, the bus sector needs to transform.

[*Net Zero Wales: Carbon Budget 2*](#) outlines the ambition to reduce emissions from passenger transport by 21 per cent by 2025, and 90 per cent by 2050.

To achieve the necessary modal shift behaviour to fulfil our carbon targets, we aim to increase trip mode share of public transport from the current estimated proportion of 5 per cent to 7 per cent by 2030, and 13 per cent by 2040.

The Welsh Government is committed to:

- Delivering a zero-tailpipe emission TrawsCymru bus fleet by 2026;
- Replacing the most polluting 50 per cent of buses by a zero-tailpipe emission bus fleet by 2028;
- While replacing the remaining 50 per cent of the bus fleet by 2035;
- Investigating opportunities to reduce the emissions of less polluting services and school transport buses before 2035; and
- Reviewing the policy for home to school transport and bringing forward costed plans to replace the balance of the school fleet by 2035.

We estimate that delivery of the 2028 and 2035 zero emission bus targets will result in cumulative carbon savings of 1.32 MtCO₂e between now and 2040. This assumes

increased bus miles associated with improved service and additional bus mode share.

Net Zero Wales: Carbon Budget 2 specifically refers to the following key initiatives which are supported for delivery in *Bws Cymru*:

- Support high quality, affordable, regular, reliable and punctual bus services in partnership with local authorities, commercial and third sectors;
- Address congestion hotspots through bus priority measures and invest in bus stations and bus stops to speed up journeys and improve passenger experience. For example, through integrated ticketing across bus and rail services and off-board ticketing to speed up journeys;
- Extend the reach of bus services in Wales;
- Improve bus-to-bus interchange hubs in urban, town and rural areas where core and secondary bus routes come together;
- Provision of mobility hubs to support first/last mile journeys by active travel and widen the reach of the public transport network; and
- Over the longer term, conversion of core bus routes to Bus Rapid Transit (BRT), Light Rail Transit (LRT) or alternative emerging modes of public transport to increase capacity of public transport services as patronage grows.

Bws Cymru creates a sector-specific plan to begin achieving these challenging initiatives. Reaching these targets requires reform of the bus system – but it is essential if we are to meet net zero by 2050 and protect our planet for future generations. We must start now.

[Good for the Economy and Places in Wales](#)

With more than 80 operators – the majority of which are SMEs – employing over 4,800 people, the bus industry is a vibrant economic sector.

Many inward investors see transport infrastructure as key criteria when making investment decisions, with spending on transport infrastructure often shown to have a significant impact on economic growth.

Bus services help keep our economy moving, providing transport for commuters', enabling them to switch jobs and move around with confidence. They support business productivity and high-skill jobs that concentrate in our towns and city centres.

Buses tackle congestion in our towns and cities and help people spend less time waiting in traffic. For example, up to 90 passengers who might otherwise require over 80 cars can be carried on one double deck bus. It's clear that buses have a role to play in the future development and planning of towns and cities across the country.

Reliable and comfortable bus services also improve the health and wellbeing of workers, further contributing to enhanced business productivity. But for people to buy their ticket and use a bus every day for work or play, transport must be frequent, affordable and on time.

Bws Cymru sets out our plans to strengthen the bus workforce – and help it become more resilient, while improving the service to bring wider economic benefits to Wales.

As for the Welsh language, [Cymraeg 2050](#) is Wales' national strategy for increasing the number of Welsh speakers to a million. The Welsh Government has a statutory obligation to consider the effects of its work – both positive and negative – on the Welsh language. We cherish the Welsh language. *Bws Cymru* considers how we can improve our service for a Welsh language user.

The Bus Sector in Wales

Bus journeys account for approximately three quarters of all journeys made by public transport in Wales

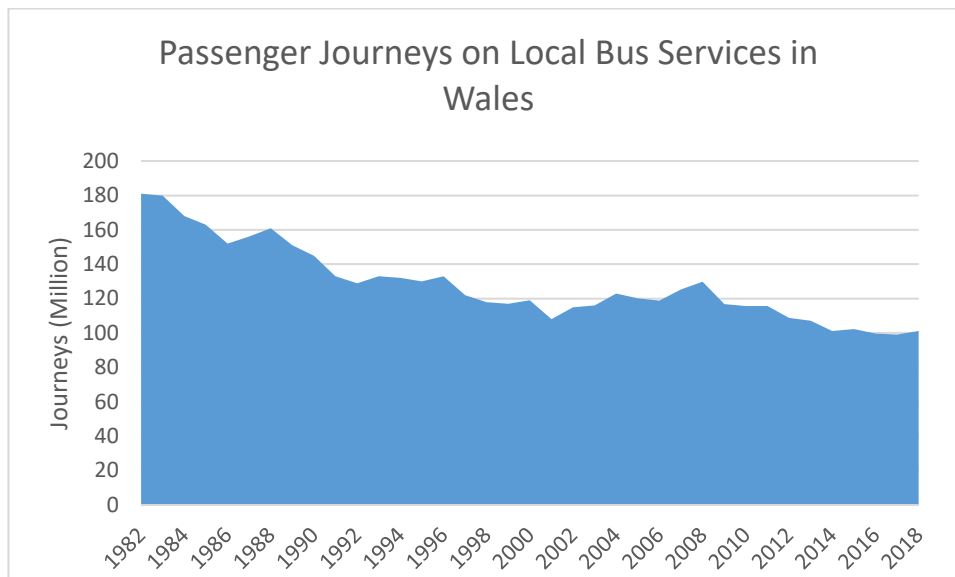
However, bus use has been falling since privatisation in the 1980s, in part due to network changes by operators, diminishing public budgets, and changes to travel trends, including home working and online shopping.

Many people tell us that they have no confidence in bus services or find them too expensive, too unreliable and too infrequent. Around 50 per cent of people don't travel on buses in a year – but this number varies between rural and urban areas.

The bus sector has been deregulated since 1986 and the current operating model is commercially led. Bus operators run services that offer the highest returns, set fares and choose the vehicles (subject to operating standards set by UK Government). Despite this, around half the costs of delivering bus services are covered directly from the public sector, with fare-paying passengers funding the remaining costs.

Bus service design, delivery and funding is complex, with Welsh Government's funding delivered through five regions and 22 local authorities to more than 80 operators. Currently, deregulated bus services are uncoordinated, lacking integrated infrastructure and driven by market forces.

The 80+ bus operators who provide scheduled services receive a variety of payments from the 22 local authorities under a range of different terms and conditions. The 80 operators are joined by four rail franchises, 23 highway authorities and numerous other partial actors, such as the UK Government's Network Rail. This produces a complex planning and service delivery public transport landscape.



The Welsh Government allocates approximately £90m a year to directly support local authorities in delivering bus services, including running socially necessary non-commercial routes (through the provision of the Bus Services Support Grant (BSSG)), providing free bus transport for concessionary cardholders and discounted young person's bus fares ([Mytravelpass](#)).

Most networks in Wales rely on some form of subsidy from the Welsh Government to be viable.

Despite this level of support, the system as it currently operates has failed to stem the long-term decline in bus patronage. Bus companies concentrate services on routes that are profitable, leading to unequal service provision across Wales. Bus deregulation has also driven up fares in many areas to unsustainable levels, affecting the most vulnerable. This has left us with an unstable, disjointed bus network, with operators free to change services – with just 56 days' warning before any changes are made.

We are far from creating the '[One Network, One Timetable, One Ticket](#)' approach needed to tackle the climate emergency and the challenge of embedded inequality of mobility and stifling of opportunity.

We have heard through engagement with passengers when formulating *Llwybr Newydd* and *Bws Cymru* (see below) that people find the bus system difficult to use. We need to change that because our current system will not achieve our ambition to create a modern, integrated public transport system.

COVID-19 Pandemic

During the first national lockdown, there was a severe drop in passenger numbers. However, services still operated to provide essential travel for key workers.

The Welsh Government worked with key stakeholders to bring forward the Bus Emergency Scheme (BES), providing essential funding to operators via local authorities, to secure services. BES2 (the current scheme operating) is an agreement between bus operators, local authorities, Transport for Wales and the Welsh Government to deliver better services.

Under the terms of the BES2 agreement, operators are required to provide services that meet local needs. It ensures operators are incentivised to support the recovery of the whole network and improve standards.

Although bus passenger numbers are recovering, they are likely to remain below pre-Covid levels for a while. Concerns about travelling on public transport and the Welsh Government's ambition

2. Engagement and Issues

Engagement Activity

The Welsh Government involves the public and stakeholders in policy development to create a better outcome for all.

Ideas, experience, and information from policy documents will help to solve the issues that many people face – including when using, or operating, bus services.

We recognise the strength of collective action and will work together to deliver better solutions.

We have undertaken extensive engagement work with different stakeholder groups over several years on the following projects / initiatives:

- Bus Summits in 2017/18
- Bus Services (Wales) Bill 2019
- *Llwybr Newydd* (see the [Mobility in Wales](#) report)
- Covid-19 Support
- Bus Network Planning
- Bws Cymru

Issues for *Bws Cymru*

Although we recognise that there is a lot of good practice occurring in the sector, it has become clear that there are several key areas which need to be addressed to improve bus services in Wales.

The issues which have been identified vary in scale and complexity – and may not be easily solved within the timescales of *Bws Cymru*.

However, by identifying these key areas within this plan, we can start making the necessary changes.

We have published a [separate report outlining the engagement work undertaken which informed *Bws Cymru*](#). This document also highlights the issues in more detail and how the Welsh Government has responded.

Bws Cymru:

- Coverage and frequency of services
- Reliability
- Integration
- Timetables and information
- Accessibility and safety
- Infrastructure
- Funding
- Land use planning
- Customer relations
- Differences between rural and urban areas
- Environmental
- Ticketing and fares
- Promotion and marketing
- Partnership working
- Technology
- Professional standards and succession planning
- Post COVID-19 recovery

3. Outcomes for Bus Services in Wales

By setting tangible outcomes against which our progress can be measured, we can move towards our vision.

These outcomes are linked to each individual project within *Bws Cymru*. Each project is colour-coded and will be monitored on an annual basis using appropriate indicators.

Outcomes for Bus

1. There will be increases in the coverage, frequency and reliability of bus services with improved passenger satisfaction ■
2. Bus services will be accessible, available and affordable to all members of society, regardless of their background ■
3. The quality of the bus fleet will continue to be improved with modern, sustainable, low carbon / zero emission vehicles ■
4. Services will operate more efficiently, with improvements to bus-related infrastructure and integration, new developments and other transport modes to create an improved passenger experience ■
5. Bus services will be simple to use, easier to understand, safe and integrated with other forms of transport, particularly rail and active travel ■
6. Bus service information will be accurate, consistent and up-to-date across all channels to enable intelligent journey planning ■
7. Bus-related professions will be more attractive to applicant with customer focus at their heart ■
8. Local transport authorities, CJs and Transport for Wales are given support to enable them to make long-lasting improvements to local bus services ■

These are summarised in [annex 1](#).

Transforming Issues and Outcomes to Projects – Our 4 Delivery Themes

For us to clearly explain our plans, we have developed the following four delivery themes:

- Delivering Together
- Better Integrated
- Buses for Everyone
- Long-Term Planning

These four themes will help us to achieve our overall vision and outcomes.

Each theme is described in more detail within *Bws Cymru*, followed by a description of the individual projects, or actions, which will help us bring about change.

4. Delivering Together

This theme relates to institutional and funding changes that are needed to achieve our aims and objectives. It will be closely linked to new legislative requirements; both primary and secondary.

What are we trying to achieve?

We want to grow our bus network so it is one of the best in Europe, in terms of reach, frequency and quality.

We want passenger numbers to increase – and we want people to be happy with the service.

We know this can only be achieved by working collaboratively with stakeholders across the industry.

The Covid-19 pandemic has brought about a change in the relationship between the Welsh Government, Transport for Wales, local authorities and bus operators. Throughout the pandemic, we have worked together to ensure essential services continued. We relied on each other for support, finance, advice, and together, we responded quickly to ever-changing circumstances.

The BES agreements helped us formalise these arrangements. The Welsh Government want to see collaborative working continue and the introduction of Corporate Joint Committees (CJCs) operating at a regional level of transport planning will bring a helpful dimension to this relationship.

We want to get to a position where responsibility for tasks relating to the planning and delivery of bus services fully aligns with achieving the Vision. This will require structural change, but the benefits, we believe, will be greater in the longer term.

The Welsh Government will use policy, funding and legislative levers to help bring about wider changes. However, a cultural shift also needs to happen to ensure that all parties in the sector are working towards the same positive outcomes.

In the medium to longer term, the Welsh Government will seek to legislate for a new operational model to design and deliver a fully contracted system of bus services across Wales. However, it will take several years before legislative change produces improvements on the ground. In the meantime, we need to work collaboratively using the levers and tools that are currently available to us.

The Current Situation

Increased congestion, high operating costs and reduced investment has meant that bus service frequency and coverage in Wales has reduced – making travel for passengers less attractive.

With funding for BES2 due to expire in July, 2022, we must continue to support the bus sector during this period of uncertainty. The BES period has seen high levels of cooperation between stakeholders and the post-BES2 era presents a real opportunity to sustain this positive relationship to continue enhancing the service.

Currently, the standards applied to funding are inconsistent and vary across local authorities. This provides an inconsistent approach across Wales, as well as conveying a negative impression to the passenger as services are not aligned.

Standards are also inconsistent across bus operators, with stakeholders highlighting ranging quality and standards of the;

- vehicles;
- service delivery in terms of punctuality and reliability;
- timetable and information provision;
- staff appearance;
- driving standards; and
- attitude towards customers.

In addition, the bus industry currently operates in a deregulated environment that allows any operator with a licence to register a bus service and run it commercially at their own cost. This may involve the introduction of new services that compete with existing provisions by other operators, leading to a lack of coordination and wastage of services, as well as passenger confusion.

Unlike the train network, which historically has been restricted to two changes of their timetable at fixed points in the year, bus operators can vary the provision of their services by providing 56 days' notice to the Traffic Commissioner. Under certain conditions this can be reduced further through local authority support. This creates instability and inconsistency, especially if bus companies are regularly amending their services to gain a competitive advantage on the same bus routes.

Lastly, the information that bus operators provide to the Traffic Commissioner when registering services vary in detail and quality. Some bus operators provide information to the Traffic Commissioner electronically, whilst others still rely upon paper format, increasing administration costs.

We need a coordinated approach across Wales to ensure there is consistency for passengers and development of "one timetable". Organisations must work effectively together.

Delivering Together – Projects and Actions

Legislative change – White Paper

We believe that the legislative framework currently governing bus services does not provide the tools that Welsh Government and local authorities need to address the core areas for change that have been identified.

We recognise that, due to the complexity and diversity of the factors that influence whether people travel by bus, legislation alone will not reverse long-term trends in bus usage.

However, we believe that by improving the legislative framework, we can bring significant positive change to how bus services are planned and delivered in Wales.

1. Publish a Bus White Paper

Outcomes - > 

We will consult on a White Paper to introduce new legislation, outlining proposals relating to bus service delivery. Specifically, the White Paper will set out new ways in which bus services are contracted and delivered by the Welsh Government, Transport for Wales, CJC's or local authorities.

[Operating Model – The Right Organisation Doing the Right Thing](#)

The future delivery of bus services is based upon the key players understanding their roles and responsibilities. This may require changes in the functions that different institutions play, in relation to the planning, funding and operation of bus services – particularly in response to the proposed legislative changes contained in the White Paper.

A new Operational Model for future delivery of bus services includes consideration of the roles of the principal parties in the future. These parties are:

- Welsh Government
- Local authorities
- Corporate Joint Committees (CJC's)
- Transport for Wales
- Bus operating companies, including Small-Medium sized Enterprises (BOC)
- Passenger Groups
- Community Transport Operators
- The Traffic Commissioner

2. Implement a New Operating Model

Outcomes - > 

We will continue to engage with the key principal parties and stakeholders on the principles of implementing a new operational model for the delivery of local bus services.

We will look to implement these changes using the tools and levers available to the Welsh Government to achieve a consistent approach across the country.

[Funding, standards and partnerships – Post BES2](#)

As outlined above, we will continue to work with key industry stakeholders and organisations to align bus service and infrastructure funding to deliver more meaningful outcomes – including higher standards, better quality of services and modern vehicles (including zero emission vehicles).

We want to improve coverage and frequency of the bus network and will work with local authorities to ensure there is sufficient funding for services across Wales.

Building on the Umbrella Partnership Agreement, we will work with bus industry stakeholders to develop regional partnerships that will be underpinned by continued funding and investment post-BES2. These partnerships will also help us to market

the services, deliver modern, high-quality, low carbon vehicles, bus priority measures and improved information on availability and accuracy.

It is important to note that finance from Welsh Government for bus-related projects is subject to change. Therefore, many of the projects outlined in this document are dependent on confirmation of funding. However, by working together, and with additional investment and commitment from local authorities and bus operators, we hope to achieve the greatest return, in the most efficient way.

3. Review the Bus Services Support Grant (BSSG)

Outcomes - > ■ ■ ■ ■ ■ ■ ■ ■

We will work with local authorities and operators to review the effectiveness of the current BSSG funding arrangements and outcomes to ensure there is effective support for the bus sector post-BES2.

We will use a revised BSSG to ensure that payment of subsidies helps to bring about positive changes locally, including delivery of a decarbonised bus fleet.

4. Review Local Transport Fund

Outcomes - > ■ ■ ■ ■ ■ ■ ■ ■

The Local Transport Fund guidance will be reviewed to ensure that it reflects the Wales Transport Strategy and required investment in Sustainable Transport. It will also reflect the ambitions of *Bws Cymru*. In future, we will encourage project applications from a partnership so that they can better deliver strategic aims and adhere to our guidance on standards, where appropriate.

We will actively encourage innovation and welcome bids for projects such as:

- Bus priority measures (including where this requires road space reallocation)
- Bus Rapid Transit scheme infrastructure
- Public transport interchanges
- Bus infrastructure and information provision – bus stops, raised kerbs, shelters and bus service information

We will also look to make available a ‘core allocation bus fund’ for pre-work, continuous improvement/upgrades, promotion of schemes, routes, networks and monitoring and evaluation.

5. Facilitate Bus Action Plans

Outcomes - > ■ ■ ■ ■ ■ ■ ■ ■

Improvements to bus services must be built on local knowledge. We will require all local authorities to publish a Bus Action Plan to continue to receive bus-related funding. This will outline how each area will improve local bus services and infrastructure.

These plans should be formulated with operators and the public, stakeholders and bus users, and should identify projects that can be funded through Welsh Government, local authority and other sources. The projects within the plan should be used to inform Regional Transport Plans.

Guidance on the production of these plans will be provided by the Welsh Government.

6. Facilitate Future Partnerships

Outcomes - > ■ ■ ■ ■ ■ ■ ■ ■

CJCs and local authorities should form new voluntary regional partnerships with operators and other key stakeholders to achieve improvements in services and infrastructure, in line with the ambitions of *Bws Cymru*.

Continuous Engagement with our Stakeholders

As outlined above, we have engaged with a range of stakeholders in preparing *Bws Cymru* and other transport policy documents.

The Welsh Government is already working closely with bus user and disability groups. We intend to continue and develop this work to understand the needs of disabled users and will work with the bus industry to improve driver understanding, ensuring bus journeys are a positive experience – for everyone.

7. Increase Bus Engagement

Outcomes - > ■ ■ ■ ■

We will continue to engage with bus stakeholders (including operators, local authorities, bus users and protected characteristic groups) on a regular basis to understand the issues and challenges they face and discuss ways of improving services together.

5. Better Integrated

What are we trying to achieve?

Our aim is to ensure bus services are planned and operated in an integrated way so that passengers can access a wider range of destinations through joined up public transport.

This means achieving attractive journey times, affordable and simple ticketing, joined-up timetabling and safe interchanges.

Integrated journeys are the seamless transition between modes of transport or different elements of the journey – from origin to destination.

Some of the key benefits of fully integrated bus networks are:

- Bus-bus and bus-train connections that make multi-stage and multi-modal journeys feasible;
- More journey choices, for more people;
- Quicker journey times;
- More efficient use of public transport resources;
- Better network coverage, serving more communities; and
- Climate change benefits – from car users switching to bus travel

Bus services play a significant role within our plans to develop a fully integrated public transport network across Wales. To achieve this, we have set out a framework to ensure bus service improvements maximise the opportunity for more integrated journeys.

Getting this right means that active travel and public transport will offer a more attractive journey choice, for more people. It will also result in more efficient use of public transport resources.

The Current Situation

The present fares and ticketing system is confusing and overly complex, especially for passengers needing to use more than one bus or mode of transport to complete their journey. Needing to buy multiple tickets from different operators is unattractive to passengers and often increases costs.

Public transport services need to be coordinated to ensure connections between services. In high patronage areas, the best approach is to provide a 'turn up and go' service, with frequencies of 5-to-10-minute intervals, so that there is no need for timetabled connections.

Different modes of transport must complement each other, rather than operate independently, or in competition. For public transport services, integrated ticketing and fares are critical to enable hassle-free, seamless transfer from one mode to another, without financial penalty.

Careful coordination across numerous bodies and operators will be required to ensure provision is suitable.

We will also need to ensure that the 'first and last miles' of a journey are straightforward for travellers. It must be safe to walk or cycle to and from public transport.

We will work with local authorities to ensure Active Travel improvements are fully integrated with local bus services and consider other options, such as the use of taxis/PHVs and community transport, for those whom active travel is not an option due to disability or other reasons.

Better Integrated - Projects and Actions

Integrated Infrastructure – Ensuring Quality from the Start of the Journey

Ensuring all agencies responsible for planning transport networks are coordinating their efforts to deliver an efficient integrated transport service is a major challenge.

Another difficulty is establishing bus networks that are useful to the travelling public. Coordinating planning for the various modes of transport will ensure they readily connect at interchanges, resulting in trips with minimum disruption, discomfort, or safety concerns.

In terms of infrastructure, this requires various transport modes to seamlessly connect, enabling the most convenient and highest quality travel experience. For example, interchanges need to ensure straightforward connections between park and ride facilities and stations, ensure connections between cycle routes and public transport stations, and connect transport stations with retail and commercial

precincts. Operation of services at interchanges is particularly important, as waiting time is often perceived to be greater than actual time.

8. Produce Guidance on Interchange Infrastructure

Outcomes - >     

We will work with local authorities and Transport for Wales to examine best practice and publish detailed guidance on the planning and delivery of new public transport interchanges across Wales by the end of 2022. This will include development of consistent signage.

This guidance will provide a 'blueprint' for the planning and delivery of interchanges. Only schemes meeting the requirements of the guidance will be considered for Welsh Government funding.

The guidance document will be prepared following engagement with Bus Users Cymru, passenger groups and citizens with protected characteristics, and will be reviewed every five years.

[Metro Networks – Regional Integration](#)

Metro networks are being developed for three defined geographical areas of Wales – South East Wales, Swansea Bay and West Wales, and North Wales. Integral to these proposals is a dedicated network of high-quality Metro bus networks. These will be carefully planned and delivered to offer passengers a genuine improvement in the quality of urban bus transport services.

These new enhanced Metro bus services will also be integrated with rail services at key hubs.

9. Fund Integrated Transport Projects

Outcomes - >      

We hope to deliver - subject to funding - a programme of upgrades to key strategic interchanges and infrastructure across Wales, including the following aspects:

- Seamless and accessible interchange between modes;
- Bus Rapid Transit;
- Ticket purchasing facilities;
- Clearway marking;
- Consistent nationally recognised signage;
- Active Travel measures;
- Good passenger safety;
- Accessible toilets / attractive waiting areas / refreshment facilities; and
- Well-designed to create a sense of place.

These schemes will be identified by the Welsh Government and/or partnership arrangements to ensure they are targeted at the correct schemes, helping to bring the greatest benefit.

10. Improve Integrated Ticketing

Outcomes - >   

New arrangements for simpler and affordable ticketing options to make connecting between different buses, and between buses and other modes of public transport, will look to be introduced. This will include:

- New regional zonal public transport ticketing arrangements across Wales;
- More multi-operator ticketing schemes;
- Capped fares within zones to ensure passengers are not penalised for using more than one mode of public transport; and
- More electronic ticketing opportunities.

Network Planning – Getting the Right Provision in the Right Place

Poor network planning can lead to inefficient services, poor use of resources and duplication of efforts reaching our communities. Good efficient networks can extend the reach of the public transport system, including buses, rail, taxis, community transport and others.

In 2020/21, Transport for Wales, on behalf of the Welsh Government, commissioned a major review of local bus networks across Wales, along with a 'blueprint' for the network design and delivery of better local bus services.

This major piece of work set out an overarching framework for the planning and delivery of improved local bus services for communities across Wales, based on key principles.

11. Improve Network Planning

Outcomes - > ■ ■ ■ ■ ■

We will test and model the application of the design principles in a series of 'pilot' areas. If this detailed modelling can be shown to meet key tests, the Welsh Government will support changes to bus services in these areas.

This will then be rolled out across Wales, with support given to local authorities to deliver efficient networks. Transport for Wales will work with the relevant local authorities, user groups and bus operators to carry out more detailed reviews and develop bus network plans.

12. Create Rural / Community Hubs and Set Service Frequency Standards

Outcomes - > ■ ■ ■ ■ ■ ■

We will seek to identify and deliver a network of rural / community 'hubs' to act as interchanges for rural / Demand Responsive Transport / Taxis and PHVs / Fflecsi / community-based transport services and mainstream bus services.

This will help to ensure that the most appropriate method of transport is used. To do this we will develop a national hierarchy of settlements / locations as a basis for drawing up public transport service frequency standards, according to population size.

This work will feed into the network planning project so that we will be able to set frequency guarantees in the future to ensure that bus access increases. The settlement hierarchy will also inform plans for provision of transport interchanges (both location and scale).

Accessing information around bus services and understanding and navigating the ticketing and timetabling arrangements can be very confusing for passengers. It can also be a significant barrier for new users – and act as a deterrent for existing users to increase, or vary, their use of bus services.

We will work with stakeholders to make improvements across these areas and use Welsh Government funding to secure the changes required to simplify the system and increase accessibility.

13. Improve bus timetable and information

Outcomes - >

On timetable and information improvements, we will seek to deliver the following:

- Work with the bus industry and the Traffic Commissioner to transition bus operators from paper-based bus registrations to electronic, and review the notice periods required around bus registrations;
- Design guidance with local authorities and bus companies on how to consistently and clearly present bus service timetable information through paper publications, on-line and at bus stops;
- Working with wider public transport providers to standardise and coordinate travel information across modes of transport; and
- Work with Traveline Cymru to raise its visibility to the public.

Enhancing Current Bus Services Provisions – TrawsCymru, Demand Responsive Transport and Community Travel

TrawsCymru

The TrawsCymru strategic bus network provides public transport outside of METRO areas - and currently operates on key corridors not served by rail. The network has been strengthened by the Welsh Government and built in collaboration with local authorities over a period of 10 years.

The current shape of the TrawsCymru network has been closely influenced by three key independent reviews carried out in 2004, 2014 and 2019, and it is currently funded by the Welsh Government.

In the financial year 2019/20, the network carried over 2.46 million passengers, compared to 501,282 passengers in 2009/10 a growth of 390 per cent in 10 years.

We want to continue this success in the future.

14. Enhance the TrawsCymru Network

Outcomes - > 

Subject to funding, we will:

- Work towards ensuring that all TrawsCymru services are operated by a fleet of zero emission buses by 2026;
- Ensure TrawsCymru services continue using a distinctive national brand;
- Ensure that the TrawsCymru network evolves to maximise integration into the national rail and regional METRO public transport systems;
- Take opportunities to provide quicker services between major centres;
- Introduce a simplified ticketing and fare system for the TrawsCymru system anchored around integrated network arrangements;
- Improve interchanges at key hubs to ensure smooth transfer of passengers between TrawsCymru, trains and other key bus services;
- Ensure better integration by maximising opportunities between TrawsCymru services and Active Travel routes; and

Provide consistent standards at all bus stops served by TrawsCymru services.

Demand Responsive Travel – Fflecsi and Community Transport

Llwybr Newydd sets out an ambitious goal of extending the public transport network to all communities, both urban and rural, to ensure equality of access.

However, it is acknowledged that providing conventional bus services to all communities across Wales is challenging. It may be prohibitively expensive to serve some areas, either due to their geographical location and, or size.

To respond to this, Fflecsi is a demand responsive flexible bus system pilot operating in defined geographical areas of Wales. Passengers wishing to use the Fflecsi service are encouraged to book in advance using a dedicated App or via the bilingual contact centre. Once the passenger's booking is confirmed, a dedicated Fflecsi bus is then deployed to transport the passenger between designated points. However, Fflecsi services are more expensive to operate than scheduled bus services, so the product must be carefully targeted to maximise benefits.

Meanwhile, community transport schemes have been operating across rural areas for many years and play an essential role in providing accessible transport services for potentially 'isolated' communities, meeting the needs of a diverse range of people.

Bws Cymru recognises the importance of these schemes in meeting local accessibility needs – and we will seek to put in place a robust set of measures and initiatives that support the ongoing strength of these schemes.

15. Learn from Fflecsi and Move Forward

Outcomes - > 

We will evaluate the success of the ongoing Fflecsi pilots across Wales.

We will work with Transport for Wales, local authorities, bus operators, community groups and third sector voluntary transport organisations to produce guidelines for introducing new Fflecksi schemes.

Once these are in place, we will look to expand the service in areas where they will have the biggest impact.

16. Enhance Community Transport

Outcomes - > 

On Community Transport, subject to funding, we will:

- Look to grow the capacity and vitality of the community / voluntary sector, focusing on proposals which target skills training for volunteer drivers, and schemes improve access and travel choices for disadvantaged communities and groups with protected characteristics;
- Offer priority grants to community / voluntary transport organisations to encourage the roll out of zero emission vehicles and charging technology;
- Provide an accelerated skills / training programme for volunteers working for community / voluntary transport organisations across Wales;
- Work with Community Transport Association (Cymru) to develop an effective campaign raising awareness of existing community and voluntary transport schemes;
- Establish Neighbourhood / Community Transport Partnerships to steer the development of local transport improvements. These would be responsible for identifying local transport priorities and organising journey and vehicle brokerage schemes;
- Trial collaboration partnerships aimed at providing maintenance support for the Community Transport sector at bus garages across Wales;
- Look for opportunities to ensure community transport organisations are integrated into the continued development of the Fflecksi scheme across Wales; and

Work with the Community Transport Association and community transport sector to develop services that address transport poverty issues, acknowledging that there are rural and urban differences.

6. Buses for Everyone

What are we trying to achieve?

We want everyone to have the confidence to travel by bus.

We will remove physical and other barriers that prevent people from using bus services. Everyone, regardless of their background, or needs, should feel welcome aboard buses.

The sector has a significant role to play in creating a fairer Wales and tackling inequality in our society.

Welsh Government is committed to working with stakeholders to understand the issues surrounding accessibility to bus services. It is recognised that accessibility covers many areas, including physical access to bus stops, interchanges and subsequent access to the vehicle itself. Our ambition is to make bus travel accessible for everyone.

Around 25 per cent of bus users are disabled or have a long-term illness. If passengers do not feel confident accessing local bus services in a safe and dignified manner, they are unlikely to travel. We want to give passengers, whatever their gender, age or disability, the confidence to access bus stops and travel by bus, without incident or delay.

We recognise that, whilst accessing and using a bus service, disabilities, many of which are not visible, should be considered and addressed in discrete ways. This can be achieved by measures such as space for wheelchair users, priority seating, accommodation for assistance dogs, as well as audible and visual information. Driver knowledge and training is crucial to ensuring all users feel safe and comfortable using the bus network.

Affordability also needs to be considered when trying to increase bus usage numbers. If the cost of bus travel is too expensive, this can prevent people using the service and this may have consequential impacts on a person's mental and physical health. We want to ensure equality of access to all bus services in Wales, including the cost of making a journey.

This equality of access extends to people of all ages. For school age children and young people this includes ensuring they have the right provisions in place to get them to and from their place of education, including Welsh language and faith schools. Outside of education settings, our work on bus networks (see above) must ensure that they can socialise and move around easily; establishing public transport as their preferred mode of transport throughout their lives.

The Current Situation

All buses used on local scheduled services are now easily accessible, through the provision of a low access floor and ramp. And significant investment has taken place across Wales by local authorities and Welsh Government to develop and provide raised bus stop kerbs and dropped kerbs to/from the bus stop promoting ease of access.

However, physical barriers still exist. This ranges from third party vehicles parked on pavements restricting pedestrian access to bus stops, to cars and other vehicles parked in pull-in bus stops, resulting in buses parking in the road to pick up passengers. Pedestrian routes to some bus stops are also difficult which presents

additional challenges. These issues are extremely problematic in some areas and cause anxiety for passengers and bus drivers.

With regards to affordability, currently, there is no consistent national approach to fares and ticketing. High ticket fares can penalise young people on low starting salaries, preventing them from taking up jobs requiring transport.

Access to education is also problematic for young people. Post-16 transport, in accordance with Welsh Government's current Learner Travel (Wales) Measure, is a discretionary function of local authorities for those young people wishing to pursue A levels or other college-based qualifications. This defines school transport policy based upon location, distance, age and an individual's aptitude to learn.

Finally, language barriers may also be problematic for Welsh speakers when using local bus services.

[Buses for Everyone - Projects and Actions](#)

[Accessibility – Ease Access To Buses](#)

We want to ensure that bus stop facilities can be accessed by passengers and buses. All local authorities in Wales have been granted civil enforcement of road traffic contraventions – and can take action at those bus stops persistently affected.

We want to have an accessible bus service. Disabilities are not always visible, and it can sometimes be difficult for a bus driver to provide suitable assistance. However, we need to ensure that all passengers can use bus services with confidence, can use them independently and feel safe at all times.

The Public Service Vehicle Accessibility Regulations 2000 (PSVAR) cover Wales, England and Scotland. Buses used on registered local services must comply with PSVAR. The date for compliance for coaches was 1 January 2020, although exemptions apply in certain circumstances such as vehicles that provide dedicated home to school transport services.

Since PSVAR is not a devolved area, we will work closely with stakeholders, including the Department for Transport, to deliver a full implementation of PSVAR, as well as understanding the impacts of the policy change.

17. Produce Bus Stop Access And Enforcement Guidance

Outcomes - > ■ ■ ■ ■ ■ ■

We will produce best practice guidance with local authorities and bus user groups, including those with protected characteristics.

The standards in this guidance apply in the design, delivery, maintenance and enforcement of traffic regulations around bus infrastructure so they can run efficiently. It will also outline good practice for access and safety arrangements, including pedestrian routes to bus stops.

We will continue to encourage local authorities to adopt the full range of civil enforcement powers – parking, bus lane and certain moving traffic contraventions – to support the running of local bus services.

This guidance will help ensure that complementary traffic orders are implemented appropriately, supported by roadside enforcement, especially at locations where historical problems of access have existed.

This guidance will be used as a condition in assessing funding applications for bus stop improvements submitted under the Bus Infrastructure Fund (see above).

18. Make Buses Accessible For All

Outcomes - > ■ ■ ■ ■

We will work with the bus industry and representative passenger groups to bring forward initiatives which will increase the confidence of bus users and encourage greater patronage.

We will work with bus users to identify issues that specific user groups (particularly those with protected characteristics) face and work with the sector to address these. Solutions may include better training for bus personnel.

We will further develop on board audio-visual equipment, including mobile phone applications. These will inform passengers of their on-coming bus at a bus stop, and an upcoming bus stop when on the bus, either through a visual reminder on the phone, or an audible tone.

We will also further develop the orange wallet scheme, allowing passengers to discretely inform the bus driver of a disability and the support required during their journey.

Making Travel Affordable For All

Over the next five years', we want to improve bus services in Wales – and a big part of our approach is making bus fares more affordable and simple, which would immediately help to boost bus patronage, as well as helping us meet our clean air objectives.

Unfortunately, passengers are currently faced with a complex, inconsistent and expensive range of bus fares across Wales. We aim to simplify the fares on offer for passengers.

The initiative would aim to deliver significant social justice and equality benefits. It would hope to expand the opportunities and economic choices of young people, and

it would have a positive redistributive effect for lower income groups who are the most dependent on bus travel.

19. Make Bus Travel Affordable

Outcomes - > ■ ■ ■ ■

We will introduce a new initiative which will make bus fares affordable and easier to understand.

The aim of this initiative is to work with the bus industry to develop ideas around the provision of lower fares, providing value for money fares for existing users – and attracting new passengers to services.

More affordable bus fares will help increase access to work, education, shops and amenities; will improve social inclusion and will increase active travel through walking.

[School Transport / Learner Travel – Supporting Our Educational Provision](#)

The Learner Travel Measure (Wales) 2008 ('The Measure') sets out the legal framework related to travel and transport provisions for learners' travelling to and from school. It enables Welsh Ministers to make regulations in relation to learner travel in Wales.

The Measure sets out the responsibilities of local authorities, Welsh Government and head teachers to provide safe transport for children and young people to access their place of learning. Local authorities must make transport arrangements based on age, distance, aptitude and safety criteria for learners of statutory school age. In addition, local authorities have the power to make additional discretionary transport arrangements.

An initial review of the measure was undertaken in 2020/21. The review included gathering evidence and thoughts from stakeholders to explore the potential changes to the Measure. From the initial review, the Welsh Government has agreed recommendations to take forward a wider programme of work including a potential revision of the Measure, alongside work to improve operator provision, and the environment in which it can deliver the greatest service.

20. Carry out the Learner Travel Review

Outcomes - > ■ ■ ■ ■

We will carry out a wider review of the Learner Travel (Wales) Measure looking specifically at:




- Learners within the statutory age group 5 to 16;
- Learners in the 4 to 5 years age group;
- Consideration of the distance thresholds;
- Post-16 learner transport;
- Transport for learners attending Welsh medium and faith schools;
- Additional Learning Needs pupils; and

Provision to Further Education establishments.

It is important to develop high-quality Welsh language standards for those who use, or speak Welsh, on bus services.

With Welsh Government's *Cymraeg 2050* strategy seeking to grow the language, achieving a million Welsh speakers by 2050, we need to encourage and promote the use of Welsh language on bus services – and must ensure that bus drivers are trained appropriately.

21. Implement Welsh Language Standards

Outcomes - >   

Through our partnership and funding arrangements we will work with bus providers to help deliver Welsh language standards so that bus users are comfortable using Welsh on services.

This will require committed investment on behalf of bus operators to work bilingually in terms of their advertising, promotions, information and customer services.

We aim to work with operators and training providers to ensure that familiarity with the Welsh language is part of a driver's training provision.

Stronger Voice for Passengers

Passengers sit at the heart of *Bws Cymru*. As such, we will seek to bring forward a range of measures strengthening the voice of passengers, in terms of the planning and delivery of bus services across Wales.

We fund Bus Users Cymru (a charitable body) to represent the rights of passengers' at a national level in Wales.

22. Produce a Bus Passenger Charter

Outcomes - >    

We will develop a comprehensive Bus Charter for local bus services in Wales, clearly articulating the levels of service that passengers can expect.

The Charter will also set out a national process for dealing with passenger complaints and dispute resolution.

7. Longer Term Planning

What are we trying to achieve?

We want bus services that are fit for the future. We want to help tackle the climate emergency by encouraging people out of their cars, decarbonising the bus fleet and promoting health and well-being through connected communities.

To achieve this, we must ensure that bus services are attractive to new – and existing – passengers in the future.

Well-integrated bus services encourage active travel. Research from the Department for Transport reveals that money spent on bus improvements is one of the most cost-effective ways of boosting active travel – and therefore reducing climate emissions.

But increasing the number of people walking to and from buses will require better ‘placemaking’ – or measures to improve the built environment – and this will be an important part of boosting bus patronage and reducing traffic levels.

There must be stronger integration between national planning policy aims and objectives (which reflect sustainable transport priorities) and decisions about where and how development is happening on the ground.

National policy guidance states that major developments should only take place where there is already good core public transport and the prospects to improve it with extra bus services (or other public transport) will provide practical alternatives to car use.

Furthermore, to support the future of the bus industry, we need to ensure that the public transport profession is an attractive career proposition. Having well-trained bus drivers and transport staff able to give good customer service will raise passenger numbers.

If the central aim of *Bws Cymru* is to get more people travelling by bus, we will need to deliver a comprehensive public relations and marketing exercise raising awareness of the benefits and convenience of bus travel.

The Current Situation

To achieve bus services fit for our future, we need to rise to the challenge.

As outlined in Net Zero Wales: Carbon Budget 2, we have set ambition targets to reduce carbon emissions.

While these targets fall outside of the timescales for *Bws Cymru*, significant progress will need to be made to achieve these goals by 2026.

Our strong national planning policies already advise that new developments should prioritise a reduction in travel. New development proposals, once given planning permission, are around for generations – and it is difficult to retrofit plans with bus priority measures.

Therefore, it is essential that public transport and active travel measures are considered at the earliest possible opportunity in the design process. And we need to attract a diverse range of people to the industry to ensure that we have the right people in the right jobs, thinking strategically about bus planning.

This will require strong policies and guidance, from the Welsh Government, CJsCs and local planning authorities, in their Strategic Development Plans and Local Development Plans.

Meanwhile, our funding for transport infrastructure needs to be better-targeted to ease congestion hot-spots for buses. This will make journeys smoother, attracting more passengers.

As we emerge from the pandemic, passenger confidence in bus services post-Covid will vary. Reassurance will be needed to remind passengers that bus travel is safe and that robust measures are in place to protect everyone.

Fit For The Future - Projects And Actions

Decarbonisation – Buses contribution to tackling climate change

The scale of the challenge to decarbonise transport demands ambition and a new approach.

Through the policies and actions in *Net Zero Wales: Carbon Budget 2* and in *Llwybr Newydd*, we have set out a new way of thinking that places climate change and future generations at the heart of our transport system.

The actions and projects within *Bws Cymru* have been developed to make bus services more attractive for passengers, with the intended impact of reducing greenhouse gas emissions.

As previously discussed, it is estimated that delivery of the 2028 and 2035 zero emission bus targets will result in cumulative carbon savings of 1.32 MtCO_{2e} between now and 2040. This assumes increased bus miles, associated with improved service, and additional mode share, which will be achieved through actions contained in *Bws Cymru*.

The Welsh Government will use both its funding and legislative / regulatory role and levers to help accelerate the decarbonisation of the bus fleet using the following measures.

23. Create a ULEV Bus PPP

Outcomes - > ■ ■ ■ ■ ■

We will establish a public/private partnership to procure and make available to operators through leasing, a range of high-quality ULEV buses, both electric battery and hydrogen fuel cell. The PPP will attract interest from investors, including those in the capital markets and/or significant players in the supply chain (e.g. energy companies).

24. Decarbonise TrawsCymru

Outcomes - > ■ ■ ■

We will continue to allocate funds towards the decarbonisation of the TrawsCymru service. In 2020/21 we allocated £7.8m in capital funding to procure fully electric buses for use on the TrawsCymru T1 route linking Aberystwyth – Lampeter – Carmarthen and the new TrawsCymru T22 route linking Blaenau Ffestiniog – Caernarfon. These vehicles are due to be deployed on the network in phases between March 2022 and September 2022.

Further zero emission buses will be deployed across the TrawsCymru network in phases coinciding with the re-tendering of services in the next five years. There are several key TrawsCymru contracts due to be re-tendered in January 2023 which will provide the focus for decarbonisation proposals.

Placemaking – Buses role in achieving healthy, thriving communities

Placemaking is the concept at the heart of our national planning policies (contained in [Planning Policy Wales](#) and [Future Wales](#)) to promote high-quality developments and connected communities. This is achieved in multiple ways, from the strategic location of new developments (including the Welsh Government's Town Centres first policy) to the detailed design of an individual development.

The provision of public transport to new developments is a key part of our policy. Once a new development is in the right place to reduce reliance on cars and the overall need to travel, the sustainable transport hierarchy – which prioritises walking, cycling and public transport, ahead of private motor vehicles – should be used to assess the design of the development.

It also requires that Design and Access Statements (associated with larger developments) report how the design of the scheme has responded to the sustainable transport hierarchy.

Whilst the control and management of a new development is largely the responsibility of the 25 local planning authorities, the Welsh Government can use its policy and guidance role to influence and assist

25. Review TAN18

Outcomes - > ■ ■ ■ ■ ■

Following on from the specific commitment in *Llwybr Newydd*, we will ensure that the strategic considerations for bus networks and new developments are included in the review of Technical Advice Note (TAN) 18: Transport.

This document gives strategic advice to local planning authorities on the issues they should consider when developing policies in Local Development Plans (LDPs) and determining individual planning applications.

26. Produce Bus Infrastructure and Planning Practice Guidance

Outcomes - > ■ ■ ■ ■ ■

It is vital that bus and other transport-related issues are anticipated and addressed at the earliest opportunity in the development process.

Regional Transport Plans and Strategic Development Plans will be produced by CJs, with Local Development Plans also under review. Whilst all these documents have their own specific functions, they should be integrated on specific issues where there are common outcomes.

We will develop specific national design guidance for CJs, local planning authorities and developers on how the integration of bus services and new developments should be addressed at a strategic level, as well as in the detailed design.

This will look at securing the best location and layouts for sites, how bus services can aid in placemaking, the physical integration between transport modes (wherever they

occur) and how planning legal agreements / can be optimised to benefit bus services and infrastructure.

Promotion of Bus Transport – Communicating the benefits of bus travel

The Covid-19 pandemic saw a dramatic fall in the numbers of people using bus services. However, prior to the pandemic, bus service was low in many areas.

We need to convince the public that travelling by bus is safe, affordable and convenient.

This requires a coherent communications and marketing strategy and a campaign that relays these messages through a variety of means.

27. Instigate a Public Transport Recovery Campaign

Outcomes - >

Transport for Wales is developing a Public Transport Recovery Campaign to reassure people that travel on public transport is safe. As we emerge from the Covid-19 pandemic, we must ensure that this campaign evolves to drive recovery and a shift to public transport.

We will also focus on aspects of the network (including Fflecsi services, TrawsCymru and Traveline Cymru) so that, as all the projects within *Bws Cymru* develop and our services improve, the public are encouraged to travel.

Driving the Future - Professional Development – Making the bus sector an attractive career option

Making the bus sector an attractive career option will drive forward the future of the industry.

But we are facing an immediate, as well as a longer-term issue, trying to attract people to the industry, alongside an ever-increasing workforce age. The pandemic has meant that some staff have left the industry, raising concerns about future capacity to deliver bus services.

Meanwhile, challenges exist surrounding training and testing. All bus drivers need to complete 35 hours of periodic training every five years on an ongoing basis. New drivers obtain their Driver Certificate of Professional Competence (DCPC) by passing a series of initial qualification tests with both theory and practical sections. But training provider standards can vary considerably across Wales. Some of our larger bus and coach operators undertake this in-house, whilst SMEs tend to depend on external training providers. The DCPC is not a devolved matter to Welsh Government.

We have long established engineers in the bus and coach industry who have maintained diesel engines over the years. However, as fuel technology transitions to different sources of energy, there will be a need for engineers to adapt to these technological advances.

In addition, trained transport coordinators within local authorities play a significant role in bus service provision – but there are current concerns about staff shortages and succession planning, as experienced coordinators leave the industry or retire.

28. Create a Bus Professions Task Force

Outcomes - >       

We will create a multi-organisation task force that includes key industry stakeholders to review various aspects of industry recruitment and retention, as well as seeking a greater understanding of the issues and barriers that exist.

This task force will aim to establish an understanding of the support, which can be developed pan-Wales for the industry going forward, both immediate (in coming out of the pandemic) and longer term.

29. Improve Bus Driver Training

Outcomes - >      

We will influence the Department for Transport to ensure a meaningful CPC training programme tailored to the bus industry is established. This will include customer care, equality issues, use of the Welsh Language, as well as existing driver legal compliance requirements.

We will work closely with the Driver and Vehicle Standards Agency (DVSA) and other government bodies to raise the standards of all training providers that deliver the mandatory CPC training.

If we cannot achieve the outcomes we desire through existing arrangements, we will call for the devolution of driver training standards to Wales to ensure effective training reflects the priorities of the Welsh Government.

30. Grow Low Carbon Engineer Development

Outcomes - >      

































We will work with Careers Wales to develop a programme of apprenticeship and retraining schemes to help produce skilled workers who are able to maintain the new decarbonised bus fleets.











































































31. Enhance Transport Planning Profession Development

Outcomes - >       

We will work closely with our local authority partners and the Welsh Local Government Association around local authority transport coordinator succession planning. This will ensure consistent standards and recognition of accredited qualifications such as the Chartered Institute of Logistics and Transport.

Annex 1 - Bws Cymru Projects and Outcomes

	Bws Cymru Projects and Outcomes	There will be increases in the coverage, frequency and reliability of bus services with improved passenger satisfaction 	Bus services will be accessible, available and affordable to all members of society, regardless of their background 	The quality of the bus fleet will improve with modern, sustainable, low carbon / zero emission vehicles 	Services will operate more efficiently and reliably with improvements to bus-related infrastructure. Integration with new developments and other transport modes will help create an improved passenger experience 	Bus services will be simple to use, easier to understand, safe and integrated with other forms of transport, particularly rail and active travel 	Bus service information will be accurate, consistent and up to date across all channels to enable intelligent journey planning 	Bus-related professions will be more attractive to new entrants with citizens and customer focus at their heart 	Local transport authorities, CJsCs and Transport for Wales are given the support to enable them to make long-lasting improvements to local bus services 
1.	Publish a Bus White Paper								
2.	Implement a New Operating Model								
3.	Review BSSG								
4.	Review the Local Transport Fund								
5.	Facilitate Bus Action Plans								
6.	Facilitate Future Partnerships								
7.	Increase Bus Engagement								
8.	Produce Interchange Infrastructure Guidance								
9.	Fund Integrated Transport Projects								
10.	Improve Integrated Ticketing								
11.	Improve Network Planning								
12.	Create Rural / Community Hubs and Set Service Frequency Standards								
13.	Improve Bus Timetable & Information								
14.	Enhance the TrawsCymru Network								
15.	Learn from Fflecsi and Move Forward								
16.	Enhance Community Transport								

	Bws Cymru Projects and Outcomes	There will be increases in the coverage, frequency and reliability of bus services with improved passenger satisfaction 	Bus services will be accessible, available and affordable to all members of society, regardless of their background 	The quality of the bus fleet will improve with modern, sustainable, low carbon / zero emission vehicles 	Services will operate more efficiently and reliably with improvements to bus-related infrastructure. Integration with new developments and other transport modes will help create an improved passenger experience 	Bus services will be simple to use, easier to understand, safe and integrated with other forms of transport, particularly rail and active travel 	Bus service information will be accurate, consistent and up to date across all channels to enable intelligent journey planning 	Bus-related professions will be more attractive to new entrants with citizens and customer focus at their heart 	Local transport authorities, CJsCs and Transport for Wales are given the support to enable them to make long-lasting improvements to local bus services 
17.	Produce Bus Stop Access and Enforcement Guidance								
18.	Make Buses Accessible For All								
19.	Make Bus Travel Affordable								
20.	Carry out the Learner Travel Review								
21.	Implement Welsh Language Standards								
22.	Produce a Bus Passenger Charter								
23.	Create a ULEV Bus PPP								
24.	Decarbonise TrawsCymru								
25.	Review TAN18								
26.	Produce Bus Infrastructure and Planning Practice Guidance								
27.	Instigate a Public Transport Recovery Campaign								
28.	Create a Bus Professions Task Force								
29.	Improve Bus Driver Training								
30.	Grow Low Carbon Engineer Development								
31.	Enhance Transport Planning Profession Development	