Proud Capital Leadership Group

Sustainable Transport in the City Region

15th March 2012 Workshop Report
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1. Introduction

The Proud Capital Leadership Group’s second themed seminar looked at Sustainable Transport in the City Region, and brought together key representatives from a variety of sectors across the city and wider region to discuss the challenges associated with a growing city. Delegates were asked to consider the key issues and identify what we need to do in partnership, to meet these challenges. The seminar was attended by over 30 people, and took place in County Hall on the 15th March 2012.

Over forthcoming years the number of people, living, visiting and working in Cardiff will to continue to increase, and the links between Cardiff and the wider city-region will become stronger. Subsequently it is important that we understand what the development of the city-region means for the movement of people, and ensure that we have the transport infrastructure in place to support the quality of life and competitive economy we are aiming for.

As part of becoming Wales’ first Sustainable Travel City, we have made it easier, safer and more enjoyable to travel. We are also developing a new Central Business District and Integrated Transport Hub in our city centre, all supported by sustainable transport. In addition we are currently in the process of producing a new Local Development Plan for Cardiff, which will be underpinned by a modern and sustainable transport system that befits the Capital City of Wales and its city-region.

It is important, however, that any plans for the development of a truly sustainable transport infrastructure for the city-region take into account the needs of all those who will use it. Furthermore, we can all contribute, no matter how big or small, to helping transport in the city-region become more sustainable – from large projects such as the electrification of the Great Western Mainline through to car sharing and making cycling safer.

The event was facilitated by Darren Ivey, a specialist qualitative researcher from Opinion Research Services, based within Swansea University.
2. Future Development and Sustainable Transport in the City-Region

A presentation by and Paul Carter, Transport Strategy & Projects Manager and James Clemence, Planning Policy Operational Manager provided an overview of city-region development and scenarios for future growth.

WAG population projections suggest 55,000 more homes and 54,400 more jobs are required to cope with population growth in Cardiff over the period of the city’s Local Development Plan that is currently being developed. However, alternative analysis based on different migration rates suggests between 36,500 and 45,400 additional jobs. All projections, however, suggest a large increase in population and jobs in Cardiff.

Delegates were directed to the information contained with Cardiff’s Local Development Plan which is currently in the process of being formalised. It proposes the following three responses:

A - **Build 54,400 new homes and support 55,000 new jobs** that are going to be created, based on the Welsh Government’s 2008 population and household projection figures.

B – **45,400 new homes and support 40,000 new jobs**, based on WG’s 2008 figures but applying locally robust data to recalculate these trend-led projections.

C – **36,500 new homes and support 26,000 new jobs**, based on long term net migration rates and housing completion rates over the past 8 years.

Even if the lowest growth prediction proves to be correct this still represents major growth and a significant challenge in the years ahead. It is generally accepted that because people are living longer, birth rates are increasing and people are attracted to the economic pull of cities, that Cardiff will experience significant growth.

**Key Issues**

The presentation (and seminar handouts) highlighted a number of key issues for sustainable transport in Cardiff.

National Travel Survey, Census and other data show that traffic has grown by almost 5% in the UK since 1998 to the middle of the last decade. In Wales traffic has grown by 8%. Yet in Cardiff traffic has grown by 17% in this time.

Out of 197,000 workers in Cardiff in 2008, 126,000 live in the city and 73,000 commute from the surrounding region. 27,100 people who live in Cardiff commute out of the city. These figures represent a significant commuter flow towards the city centre of Cardiff. The majority of commuters travel to work in Cardiff in their own cars.

The dependency on the car has led to congestion which costs the local economy £600m a year. Road safety, with more than
5000 casualties per year, continues to be a serious issue. At the same time there are major global, national and local environment and health issues related to transport and road traffic in particular.

Recent figures demonstrate that initiatives such as Car Share, the promotion of walking and cycling as a means of getting to work and Park and Ride Schemes are proving to be successful in cutting the number of car journeys for work travel. However, travelling to work by car is still easily the most popular travel option for commuters in Cardiff.

Challenging the reliance on the car

The majority of cars on the roads in Wales are carrying out short journeys. Cars making short journeys release disproportionate levels of carbon emissions as they stop and start with greater frequency, especially in city settings.

Emissions from road transport are higher in Cardiff at 29.4% compared with a UK core city average of 26%. These emissions reveal areas of immediate concern, particularly with current trends projecting an 11-18% increase in road traffic over the next decade.

Cardiff is one of the flattest, greenest and most compact cities in the UK. This combination of factors represents an opportunity to encourage people to take up more sustainable methods such as walking or cycling as a means of making shorter journeys.

Personal Safety

Crime and fear of crime on the transport system can have a major effect on people’s willingness to travel. Fears over personal safety and security can particularly deter people from walking, cycling and using public transport, especially at night and along routes that are more isolated.

Road Safety

There are 5500 road traffic casualties each year in South East Wales which cost the community £250m per year. The reality is that travelling by public transport is safer than using the car.

Bus Travel

Cardiff has an extensive bus network. Most routes connect to the heart of the city centre and run regular services. A regular bendy bus service connects the city centre to the Bay. These buses are comfortable, spacious and state of the art.

Passenger safety is taken extremely seriously – CCTV has been installed on buses which act as a deterrent to anti-social behaviour on buses. The network is extensive and regular. However, it is important that the service is continually improved to increase the attractiveness of the option of catching the bus rather than using a private car.

Recent improvements include dedicated bus lanes to help make journeys quicker, and real time bus information at stops to help passengers know when the next bus is due to arrive.

Railway links

Cardiff is served by numerous railway stations linking the city centre to the city region and beyond. Cardiff Central is Wales’ largest and busiest railway station with direct links to London, Bristol, Birmingham and Manchester among many other destinations.

Cardiff Queen Street station is Wales’ second busiest station, linking the city centre to the South Wales Valleys and Cardiff Bay.

Demand for public transport in and out of Cardiff has increased dramatically over recent years, and with the expansion of the city and city region this is only likely to
increase. However rail infrastructure on the western route to Wales is recognised as being among the most fragile in the UK.

Network Rail predicts that demand on the Great Western Line is set to grow by 31% by 2019. Ongoing modernisation and maintenance, such as the recent announcement of the electrification of the Great Western Main Line to Cardiff have been widely welcomed, but there is a recognition that further infrastructure improvements need to be considered in order to cope with future demand.

Cardiff’s growth as a city is also likely have a knock-on effect on the South Wales Valleys. Many people already commute to Cardiff from the South Wales Valleys and there is strong body of support for the proposal of electrifying the South Wales Valleys line. This would take 15 minutes off the travel time between Merthyr and Cardiff.

Electric trains will not only cut travel time. They produce up to 30% less carbon emissions than the current diesel trains and are 50% cheaper to run.

Transport links to the rest of the UK and to Continental Europe are crucial to the economic prosperity of the area. Equally, Wales is a notable tourist destination. In 2007, an estimated 987,000 overseas visitors came to the country. With more and more people choosing to holiday in the UK, either for environmental or cost concerns, the demand on Welsh railway traffic is set to increase.

Welsh railway use is not constrained purely to people visiting. Roughly 70% of travellers to and from Wales utilise English airports, particularly Heathrow, highlighting the requirement for better and more reliable links with London.

Current travel between South Wales and Heathrow is constrained by the absence of a direct train, requiring a change at Paddington or Reading that adds significantly to journey time and, more significantly, to Wales’ ability and that of its businesses to connect to the rest of world, limiting productivity.

In order for Cardiff to be realise its full economic potential and attract foreign investment a direct line to Heathrow needs to be explored as a matter of necessity.

Cardiff’s response

Delivering Cardiff’s transport vision and easing the pressure on the city's transport system depends on our ability to encourage people to cut their car use and to walk, cycle, use public transport, or car share for as many journeys as possible. Cardiff’s core transport strategy focuses on three main themes:

**Network management** - we will use a range of measures to make best use of the existing network and improve facilities and accessibility for all modes of travel and, in particular, for alternatives to the car.

**Demand management** - we will introduce a range of measures to reduce the demand for travel overall and limit car use where appropriate

**Widening travel choices** we will ensure that a range of practical and attractive travel options are available for most trips and that people know about them
Park & Ride

The heart of the city centre is where the congestion is most concentrated. Cars that are constantly stopping and starting are creating disproportionate levels of carbon emissions.

Park & Ride Schemes are an effective method of freeing up the roads in the heart of the city centre and encouraging people to use public transport.

Rail based Park & Ride

Rail-based Park & Ride Schemes provide an alternative opportunity to travel from key locations in the city-region to the heart of the city centre in less than fifteen minutes.

Again, this frees up the roads in the city centre and is significantly more convenient for the passenger than sitting in traffic jams in the city centre.

Cycling in Cardiff

Cardiff is a great city for cyclists. The city’s large green parks and easy gradients should make cycling an extremely attractive option for residents, commuters and visitors. The leafy Taff Trail links the Bay, city centre, Castell Coch and the Brecon Beacons. A significant stretch of the route runs directly alongside the River Taff. However it is recognised that Cardiff needs to fulfill the potential of its cycle-friendly features.

A new plan for cycling in Cardiff has been developed using information gathered in a consultation about cycling in Cardiff which took place last year. It identifies a main network of routes and the work needed to create them.

The main network includes the:
- Ely Trail,
- Taff Trail,
- Rhymney Trail
- Bay Trail

and will develop routes to lots of other destinations across Cardiff including Ely, St Fagan’s, Fairwater, Llandaff, Ty-Glas, Heath, Rumney and campuses of Cardiff Metropolitan University

A new Cycle Design Guide has also been developed which sets out best practice in the design of cycle facilities. This will become the main point of reference for the design of all traffic management and highway schemes in Cardiff.

The Cycle Design Guide has been endorsed by both Sustrans and the Cardiff Cycle Campaign group.

Cardiff Council is also working hard on initiatives to improve access to bikes, cycle parking, and cycle training. We are also supporting community and celebration days to encourage more cycling in and around the city.

Work on the new cycle network has now begun with Route 3 along Newport Road as the first priority. The Newport Road consultation is now over but the scheme plans are still on line.
3. Facilitated discussions

The event moved on to the Round Table Discussions, a session led by Darren Ivey. Delegates were split into five separate tables and asked to consider the following questions:

**Understanding the Challenges**
- Where do we think the greatest pressures on transport will be?
- What are the priorities in terms of what needs to be provided?

**Addressing Problems in Partnership**
- What actions do we need to take?
- What can we do in partnership?

**Summary of Facilitated Discussion**

A number of key themes emerged through the discussions, these included:

**Travel Planning**
- People’s **perception** that it is quicker to travel by car and that using the bus is never the **fastest way of travelling** from A to B.
- **Behavioural change:** need to shift people’s behaviour and perceptions. Alternative travel choices need to be made easy.
- Could **employers help** by offering flexi time, home working or extended core hours?
- Change school times? Other services open earlier/close later to prevent congestion at peak times.
- In formulating travel plans, consideration needs to be given to the needs of **all communities**.
- Need to **value individual choice** but make the other options clear and easy to use.
- At present children up to 16 receive discounts but **when they turn 16 they have to pay adult fares** when a lot of them do not have the financial capability to do so.

**Locking in Benefits**
- There needs to be a balance between **penalties and incentives** – the stick and carrot.
- **When model shift occurs we need to ensure that investment remains focussed on sustainable transport,** and that we allow for a reduction in provision for alternate means. E.g. the road network can be set aside for better cycle lanes.
- If people are going to be encouraged to use public transport then **accessibility issues need to be taken into account** so that particular communities are not excluded and prevented from travelling on public transport.
Communication

- Will the issues be different for the younger generation who may be more used to public transport? They may not hold the perceived barriers of the previous generations.
- Importance of education; in particular educating and encouraging young people to use more sustainable methods of travel in order to foster a behavioural change where the sustainable option is the default option, particularly for shorter journeys.

Investment

- The infrastructure is an historic system that needs to address a modern challenge.
- Need to increase capacity on trains. Trains carry the largest volume and have the most movement of people. Travellers/commuters from RCT would benefit from increased capacity on trains.
- Other modern European cities have access and train stations along major routes. i.e. passengers should be able to get on/off along the Cardiff – Newport route.
- Need to have a vision for what we want the future to look like, not just react to the situation as it is now.
- Need to consider the implications of the redevelopment of the bus station and its closure on the infrastructure and passengers.
- There are fewer railway stations in the areas immediately beyond the city centre which have significant suburban populations, such as Roath, than further along the line where the stops are more regular.

Route Planning

- The issue is not just about increased demand; the infrastructure doesn’t allow people to get across the city easily.
- Alternative forms of transport need to go where people need to be.
- Paris & London – people are used to ‘hopping on and off’ the tube system.
- Pontprennau is an example of badly designed development with no school or good public transport links.
- A better connection between land use and transport needs to be made.
- More work place nurseries – free place, incentive to use this over
- Cross city rail and bus routes need to be developed so that passengers do not need to travel into central Cardiff in order to catch a connecting bus/train to reach their final destination.
- Rail routes in and out of the city centre, and in particular, the frequency along the route of railway stations, were criticised.
Demand and Network Management

- Need to deal with the issue of being **congested at peak times** and then **massively underused at all other times**.
- **Need to know why people are travelling**, not just how they travel and where to.
- With the **growth explosion that is predicted for Cardiff in the years ahead**, delegates discussed the effect this would have on the Valleys and surrounding regions.
- **Public transport times need to be more consistent** throughout the whole week.
- Rather than focussing on how Cardiff should respond to the challenges ahead, a **regional approach should be taken**, in partnership with neighbouring local authorities.
- **Out of town developments** - house builders and retailers need to work together so that new housing developments are accompanied by shops and amenities; in effect a high street model which would mean that people do not need to come into Cardiff city centre to carry out shopping and access key services.
4. Recommendations for Partnership Working

Following the discussions that have taken place a number of recommendations for partnership working based around sustainable transport will be taken to the Proud Capital Leadership Group and Cardiff Partnership Board. These recommendations are:

Partners to develop travel plans for their employees – through working with organisations such as Sustrans and Cardiff Council.

For example, Sustrans' personalised travel planning (PTP) projects are aimed at reversing the trend towards increased car use and tackling its impacts on climate, public health and quality of life. Employees are provided with personalised, tailored travel plans, known as ‘TravelSmart’ which provide them with the necessary data and information to plan their daily travel using more sustainable methods of transport. Evidence has shown that often, people choose to travel in a private car because they consider it the most convenient method while being unaware of the details of the alternatives.

Partners to sign up to a ‘One in Five’ pledge

The ‘One in Five’ approach is aimed at commuters who currently travel to work in a private car. This involves individuals giving up their car for one day a week and travelling to work using alternative methods of transport. If a range of partners can encourage their staff to collectively adopt the ‘One in Five’ approach, the net result will be a noticeable freeing-up of car parking spaces and an easing of congestion at notorious locations on the road network.

In addition, carbon emissions will be reduced, public transport will receive a boost and, if individuals choose to walk as an alternative method of travelling to work, even if only over a short distance, they will notice health benefits. However, in order for this scheme to prove to be sustainable and ultimately, considered a success, a co-ordinated approach is required whereby partners sign up to a pledge to actively encourage their staff to participate in the scheme. It also requires senior figures to take a lead and be seen to be adopting the approach into their weekly travel routines.
Partners to work together to share parking allocations and space

This removes the need for considerable parking space, providing options and choice for those that do need to drive whilst reducing the overall capacity for car parking (and subsequently car use capacity).

- Put a cap on the amount organisations will reimburse staff car parking tickets – make people look at other ways of travelling.
- Tube pass payment by employees – if they offer this they could get a reduction in business rates?
- Extend the free bus pass to rail journeys for older people – especially between 10-3 to encourage use in quieter times.
- Look at allocation of funding for all road related budgets – would reallocation of money and using it in a different way be any better?
- Behavioural change / habit change
- More research into why people travel.
- Improve use of Park and Ride
- Engage with the big employers in the city to find a solution.
- Students and young people over the age of 16 should be issued with concessionary passes in order to encourage them to use public transport.

Partners recommend that Cardiff Council Officers to take on board results of the Transport Seminar discussion in developing the city’s Local Development Plan.

Following the discussions that have taken place the information collated during the discussions at the Sustainable Transport in the City Region will be shared with the Council’s LDP and transport planning teams.
## 5. Delegate List

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<th>Surname</th>
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