

Public Document Pack



Contact Officer:
Ceri Shotton 01352 702305

To: Cllr Ray Hughes (Chairman)

Councillors: Mike Allport, Haydn Bateman, Sean Bibby, Chris Dolphin, Andy Dunbobbin, David Evans, Veronica Gay, Cindy Hinds, Dave Hughes, Joe Johnson, Colin Legg, Vicky Perfect, Paul Shotton and Owen Thomas

6 July 2018

Dear Councillor

You are invited to attend a meeting of the Environment Overview & Scrutiny Committee which will be held at 2.00 pm on Thursday, 12th July, 2018 in the Delyn Committee Room, County Hall, Mold CH7 6NA to consider the following items:

Please note that Members of the Education & Youth Overview & Scrutiny Committee have been invited to attend for Agenda Item. 3

A G E N D A

1 APOLOGIES

Purpose: To receive any apologies.

2 DECLARATIONS OF INTEREST (INCLUDING WHIPPING DECLARATIONS)

Purpose: To receive any Declarations and advise Members accordingly.

3 OUTCOME OF PUBLIC CONSULTATION ON PUBLIC TRANSPORT AND SOCIAL TRANSPORT ANOMALIES (Pages 3 - 78)

Report of Chief Officer (Streetscene and Transportation) - Cabinet Member for Streetscene and Countryside


Purpose: To inform Scrutiny of the outcome of the consultation process for local transport arrangements and the timetable for dealing with the anomalies within school transport arrangements which came to light following the service review in September 2017.

4 **TOURISM PROMOTION AND DESTINATION MANAGEMENT** (Pages 79 - 94)

Report of Chief Officer (Planning, Environment and Economy) - Cabinet Member for Economic Development

Purpose: To provide an update to Members on the current and emerging approaches to visitor promotion between the Countryside and Tourism Services and to discuss future approaches to destination management and the role of each service.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Robert Robins', with a horizontal line extending to the right.

Robert Robins
Democratic Services Manager



ENVIRONMENT OVERVIEW AND SCRUTINY

Date of Meeting	Thursday 12 th July 2018
Report Subject	Outcome of Public Consultation on Public Transport and School Transport Anomalies
Cabinet Member	Cabinet Member for Streetscene and Countryside
Report Author	Chief Officer (Streetscene and Transportation)
Type of Report	Strategic and Operational

EXECUTIVE SUMMARY

Cabinet approval was given in May 2015 to review the subsidised bus routes as part of the business planning proposals for 2015/2018. As part of this process, approval was given in February 2016 to withdraw any subsidised journeys and routes that were poorly used and no longer sustainable or affordable. This achieved a saving of £300K, with pilot schemes for alternative community based transport schemes being developed to help mitigate the impact of the service changes. A budget pressure of £350K from 2017/2018 still remains and has been carried forward to 2018/2019.

The Council will not be able to fund the full range of existing public transport routes and meet the demand for additional routes, particularly as commercial operators reduce their services. This is because many of the supported bus services in Flintshire are still under-utilised and therefore heavily subsidised which makes them unsustainable. This report provides details of the existing subsidised bus routes and the outcome of the bus network review consultation exercise that has been undertaken to consider these services and deliver an affordable and sustainable public transport service into the future.

Cabinet approval was also given in February 2016 to establish a core network of bus routes. The core bus network operates along strategic transport corridors across the County, linking main hubs with direct and high quality bus services. As part of the consultation process, it was necessary to define an expected service level that will operate on the core bus network to optimise its benefit. Details of these service levels are provided in this report.

Following the school transport route optimisation and re-procurement exercise that took place during 2017, a number of historical non-statutory school transport arrangements have been identified that are over and above the current Home to School Transport Policy. This report provides details of the proposed way forward for dealing with these anomalies following the advice from the All Member Scrutiny Workshop, which considered the matter in November 2017

A separate report is to be presented to Cabinet in the coming months by the Chief Officer (Education and Youth) to review discretionary areas of the existing Home to School Transport Policy, which may require further development/change and would require appropriate consultation with key stakeholders.

RECOMMENDATIONS

1	That Scrutiny notes the work undertaken for the bus network review and consultation exercise and recommends the adoption of Option 3 (support subsidised routes on the core bus network and implement alternative, sustainable local travel arrangements in communities not on the core network) within all four geographical areas of the County.
2	That Scrutiny recommends Cabinet to approve the proposed service levels on the strategic core bus network
3	That Scrutiny supports the provision of an in-house minibus service to support the local travel arrangements - where it is cost effective to do so.
4	That Scrutiny recommends Cabinet approve the proposed approach for dealing with the historical non-statutory school transport arrangements that have been identified during the service review.
5	That Scrutiny recommends their preferred pricing structure for concessionary bus pass to Cabinet

REPORT DETAILS

1.00	BACKGROUND TO THE PROPOSALS
1.01	There is no statutory duty upon the Council to provide local bus services or any other form of public transport, but the Authority does have a statutory duty under the 1985 and 2000 Transport Acts to keep the bus network under review, and intervene where it feels appropriate.
1.02	In May 2015, Cabinet approved a review of subsidised bus services and subsequently two all Member and Community Council representative workshops were held to assist in identifying the core bus network across the County. Feedback received at the workshops was generally positive, and accordingly, a list of the core network of bus routes was produced (Appendix 1). The core bus network structure is characterised by a number of key destinations across the County (hubs), such as main towns or public transport interchanges/railway stations with direct, high frequency bus services operating between the hubs and on some cross-boundary corridors to link passengers to key destination hubs for access to education, employment, shopping, health, social and leisure opportunities. The core network predominantly consists of commercial bus services; however, some support has continued to be provided to ensure that connections are maintained and that regular, high quality services continue to link the key hubs along the network.

1.03	<p>Subsequently, in February 2016, Cabinet approved the withdrawal of any subsidised journeys or routes that were poorly used and no longer sustainable or affordable as part of the business planning proposals for 2015/2018. In line with the Policy (Policy for Subsidised Bus Services in Flintshire 2013) in place at the time, the least cost effective services were withdrawn on the basis of a Red/Amber/Green system, which identified the best value services on a cost per passenger journey basis with green services providing best value to the Authority and amber and red the least value.</p>
1.04	<p><u>Bus Network Review</u></p> <p>Despite the savings delivered so far by the service, containing costs within the available bus subsidy budget has remained a challenge. The need to find further savings along with the impact of the 2016 failure of a major bus operator triggered the need for a review of the existing bus subsidy policy to ensure that it continues to be fit for purpose and to allow the Council to take robust decisions going forward in relation to subsidised bus services.</p> <p>There have been a number of changes to the commercial bus network by bus operators, which has impacted on communities and left potential gaps in service provision. In order to deliver this more sustainable solution for the public transport services that will link into the core network in Flintshire and ensure that service delivery is consistent, fair and equitable across the County, there clearly needs to be a fundamental review of the mechanism by which subsidies have been previously awarded.</p> <p>Additionally, the subsidised bus routes in Flintshire have evolved over time with subsidies granted on a piecemeal basis without a wholesale review of the network. North East Wales has been subject to changes in land use and employment over time, which in turn means that the way transport demand and supply is distributed may have changed and the Council faces increasing demand and expectations from local communities to provide transport services.</p>
1.05	<p>Following the previous reviews, the Council now subsidises 24 local bus routes either through standalone contracts or through de-minimis agreements with commercial bus operators to provide services that are not commercially viable, such as early morning, evening, Sundays or via certain villages etc. (Appendix 2).</p> <p>Under the existing Policy, which applies a RAG system, these routes all fall within the green band and demonstrate general good value for money and there is therefore a need to take a different approach for reviewing the remaining subsidised bus network and ensure that savings are achieved and that bus services are sustainable, affordable and meet the changing and prioritised needs of Flintshire residents.</p>

1.06	<p>The 2018/2019 budget for subsidised local bus services is structured as:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">From WG through the Bus Service Support Grant (BSSG)</td> <td style="text-align: right;">£557,979</td> </tr> <tr> <td>FCC Subsidy</td> <td style="text-align: right;">£169,373</td> </tr> <tr> <td>Additional FCC Support (recognised in MTFs)</td> <td style="text-align: right;">£341,000</td> </tr> <tr> <td style="text-align: right;">Total</td> <td style="text-align: right;">£1,068,352</td> </tr> </table>	From WG through the Bus Service Support Grant (BSSG)	£557,979	FCC Subsidy	£169,373	Additional FCC Support (recognised in MTFs)	£341,000	Total	£1,068,352
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1.07	<p>To facilitate the review, an eight week public consultation process has been carried out, which commenced on 12th April 2018 and ended on 18th June 2018. Key stakeholders have been advised about the review Appendix 3 and invited to provide feedback on the proposals, through a short questionnaire, detailing their current travel habits and providing comment on existing service provision and expectations. The consultation also sought views how best to spend the bus subsidy budget available and prioritise the need for transport services in different areas of the County.</p>								
1.08	<p>Four options were presented for consideration to identify alternative methods of delivering transport services across the County. These were:</p> <ul style="list-style-type: none"> • Option 1 – Stop subsidising bus services completely • Option 2 – Do nothing and continue to support the existing subsidised routes in place as they are currently • Option 3 - Support subsidised routes on the core bus network and implement alternative, sustainable local travel arrangements in communities not on the core network. • Option 4 - Support subsidised routes on the core bus network and introduce a demand responsive service for communities not on the core network. <p>Stakeholders were asked to consider the demand for public transport and which of the proposed options above would best suit the travel needs of their community.</p>								
1.09	<p>It was recognised that there is no “one size fits all” and transport solutions may vary from one area to another depending on the local need and demand.</p> <p>To assist in the decision making process, the County was divided into four geographical areas highlighting the main hubs within those areas and enabling communities to focus on which option might best suit the travel needs within their local areas Appendix 3.</p>								
1.10	<p>Specific consultation has also been undertaken with:</p> <ul style="list-style-type: none"> • Elected Members (two all Member workshops in April & May 2018); • Town and Community Councils (Letters to each Town Council/Community Council and attendance at monthly meetings / County Forum); • Neighbouring Local Authorities (Presentation / letter); • North Wales Metro Steering Group & Welsh Government (Presentation); • Commercial bus operators (One to one meetings / Presentation); • Members of the public (10 public engagement events / survey monkey); 								

- Community groups and forums (Older persons' groups / young persons' groups / Deeside business forum)

1.11

The response to the consultation has been well supported with over 650 responses received. The outcome of the consultation on which transport option consultees preferred is listed below:

Elected Members and Town/Community Councils

Preferred Option	Elected Members	Town / Community Councils
Area 1	Option 2 & 3	Option 3
Area 2	Option 3 & 4	Option 3
Area 3	Option 2 & 3	Option 3
Area 4	Option 3 & 4	Option 3

Individual Responses

Option	1	2	3	4
Area 1 (%)	0	54.32	32.1	13.58
Area 2 (%)	1.08	52.69	34.41	11.83
Area 3 (%)	2.05	60.62	24.38	12.5
Area 4 (%)	1.62	57.3	37.3	3.78

Elected Members predominantly supported Option 3 (support subsidised routes on the core bus network and implement alternative, sustainable local travel arrangements in communities not on the core network), with benefit seen in exploring Option 4 (support subsidised routes on the core bus network and introduce a demand responsive service for communities not on the core network) in geographical areas 2 & 4. Option 2 (do nothing) received support in geographical areas 1 and 3.

Town and Community Councils predominantly supported Option 3 (support subsidised routes on the core bus network and implement alternative, sustainable local travel arrangements in communities not on the core network). Option 2 (do nothing) was supported in geographical areas 1 and 4; however, this did not represent the majority of responses.

Individual responses expressed a preference for Option 2 (do nothing and retain existing subsidised bus routes) and Option 3, (support subsidised routes on the core bus network and implement alternative, sustainable local travel arrangements in communities not on the core network). 85% of the individual responses were submitted by individuals who currently utilise a bus service and, upon further examination of the services used by these individuals, approximately half travel on commercial bus services that operate without any financial support from the Local Authority and would remain unaffected by the proposals. Approximately 50-60% of respondents to the individual consultation were people aged over 60. A large proportion of these were concerned about the loss of mobility and independence, and stated that they relied on existing bus services for social and health reasons. Bus services therefore play an important role in supporting the Council's

	<p>priority of enabling more people to live independently and well at home.</p> <p>Following the outcome of the consultation, it is proposed that Option 3 (support subsidised routes on the core bus network and implement alternative, sustainable local travel arrangements in communities not on the core network) is adopted within all four geographical areas. More detailed evaluation of the full consultation results is included in Appendix 4.</p>
1.12	<p><u>Core Bus Network</u></p> <p>The existing core bus network was approved by Cabinet in May 2016 Appendix 1. Under the proposed arrangements, the core bus network will continue to be serviced by local bus operators through commercially viable services or through contracted services to the Local Authority.</p> <p>While the key strategic corridors of the core network have been agreed, the service level on each corridor has not been determined. As part of the consultation process, it was necessary to define an expected service level that will operate on the core bus network to optimise its benefit. This will ensure that there is a high quality service operating at different times of the day, ensuring that there is sufficient capacity during peak hours and facilitating trips made outside peak times, including leisure and retail trips. The core bus network also takes into account any regional and national plans, policies and studies.</p>
1.13	<p>At the two all Member workshops held in April and May 2018, elected Members were invited to assist in identifying the expected service levels along each strategic corridor and provided feedback on the core bus network, including any amendments required.</p> <p>Members were provided with the Council's aspirations for service levels for the core bus network and invited to provide feedback on these Appendix 5.</p> <p>The workshops were well attended and the Council's proposed service levels for the core bus network were supported by Members.</p>
1.14	<p>Members made the following recommendations for the core bus network: -</p> <ul style="list-style-type: none"> • Include a new strategic corridor between Holywell and Mold • Include a new strategic corridor between Connah's Quay and Mold • Show Railway Stations on the core network map • Include additional hubs for Hawarden, Gronant, Caerwys, Queensferry on the core network map <p>Currently, the Holywell to Mold corridor is operated as a commercial bus route with some di-minimis support from the Council of approx. £21K per annum. The bus routes currently operating on the corridor between Connah's Quay and Mold are fully subsidised at a total cost of £246K per annum (this cost also accounts for the service operating on the wider network). To continue supporting these additional corridors would reduce the available budget for the 'non-core network' significantly, and potentially result in fewer services to communities. It is therefore recommended that these additional corridors are not affordable and should not be included on</p>

	<p>the core bus network at this time. However, if funding should be identified in the future then consideration could be given to including these additional corridors at that time, subject to approval.</p>
1.15	<p>It is estimated that the required financial support for the core bus network to the recommended service level would cost approx. £625K per annum.</p>
1.16	<p><u>Non-Core Network - Local Travel Arrangements</u></p> <p>Under the preferred option outlined above, local travel arrangements on the non-core network are intended to be provided by smaller minibuses, which are better suited to the nature of the routes in rural areas or to those where access for larger buses is restricted, such as residential housing estates.</p> <p>The local travel arrangements would operate in a similar way to conventional bus services with a scheduled timetable and fixed route, transporting individuals to the local area hub or hubs along the core network for onward journeys.</p> <p>However, the scheduled minibus services may not operate to the same frequency or level of service as provided by conventional bus services e.g. different days of the week rather than Monday to Saturday.</p> <p>Where current subsidised bus routes operate, those routes will remain under the new proposals but with timetable amendments and end destinations of local travel hubs within the County.</p> <p>Areas identified as part of the consultation where no public transport service currently exists will be accommodated where feasible and affordable.</p> <p>Proposed routes have been identified for the local travel arrangements Appendix 6 and these will be developed through close working with Town and Community Councils to ensure that they are well supported and meet the demands of these communities.</p> <p>Flintshire has undertaken 4 pilots of these community travel services within the last year, linking smaller communities to key hubs. The services have been widely accepted however patronage has not been at the expected level due to the fact that subsidised services which were expected to be withdrawn, continued to operate.</p>
1.17	<p>It is estimated that the remaining budget available to support the local travel arrangements on the non-core network is approx. £433K per annum.</p>
1.18	<p>To support the subsidised bus service budget, high cost school transport services will be integrated into the local travel arrangement routes. This will provide a saving to the school transport budget and cross-subsidise the transport provision, as well as potentially acting as a benchmark for external transport suppliers.</p>
1.19	<p>It is proposed that the intended change in service provision will be introduced from 1st October 2018 on a phased approach. A proposed</p>

	<p>implementation plan and timetable for delivery is provided in Appendix 7, which details the timescales for introducing the new arrangements in each area. This will be on a phased approach which each geographical area to ensure that the process is manageable.</p> <p>It is anticipated that bus operators may respond to the withdrawal of subsidy by making changes to services that are provided on a commercial basis. Any changes will supplement the local transport arrangements which cannot operate in competition to such services.</p> <p>A proposed communication plan is provided Appendix 8 to ensure that sufficient notification is provided prior to implementation.</p> <p>It is also proposed that once the new service model is implemented, a marketing strategy should be developed to promote and support the new transport services. Other promotional campaigns may also be included, such as active travel (walking and cycling), ticketing initiatives, tourism and local business support etc.</p>
1.20	<p><u>In-House Service Provision</u></p> <p>The Council has received Welsh Government (Local Transport Network Fund) and EU funding (Rural Community Development Fund) to purchase four 16-seat minibuses and five Low Carbon Emissions Buses (LCEB).</p> <p>Following a cost-benefit analysis Appendix 9, it is proposed that the four 16-seat minibuses, which comply with the Euro 6 emissions standard, will be utilised for the local travel arrangements and operated in-house within the Streetscene Portfolio. This will require a change to the existing Operator’s Licence for the Authority and the intention is to provide a high quality, professional, minibus services and maintain greater control on the passenger transport operations.</p> <p>Provision of an in-house service is more cost effective than procuring contracted services. Utilising Flintshire’s own fleet of vehicles will ensure that routes can be maximised for the budget available, however it is necessary to make timetable amendments to make the necessary savings and accommodate new areas requiring services.</p> <p>The five low carbon emissions service buses are intended to be deployed on the existing Deeside Shuttle Service (D1, D2, D3) around Deeside Industrial Park and replace the current ageing fleet of vehicles on a like-for-like basis. Deeside Industrial Park (DIP) is one of the largest industrial estates in Wales with approximately 400 businesses employing in the region of 9,000 people and the Park has become one of the key economic driving forces within the region.</p> <p>The successful bid for the replacement vehicles for the Deeside Shuttle links in with the work currently ongoing in partnership with the Welsh Government for the North Wales Metro and Flintshire’s Integrated Transport Strategy. The new transport arrangements will form a key element of the North Wales Metro, which is being promoted by Welsh Government (WG).</p>

	<p>The Deeside Shuttle service will be re-procured over the summer period and is intended to be operated by an external contractor. The service will be re-branded and a launch is planned for later in the year. The Council has previously encouraged bus operators to run commercial services into the D.I.P., but services are not deemed to be commercially viable owing to the concentrated nature of workers' shift patterns at the peak times of the day and little demand for travel to the DIP off-peak.</p> <p>It is therefore proposed that at the off-peak times during the day, options will be explored to use the buses to support local travel arrangements and ensure that they are utilised to full capacity. The new vehicles will be extremely cost effective to operate, as they use new technology working alongside the Euro 6 engine, which means improved fuel economy. In order to provide a long term sustainable transport solution, the new Deeside Shuttle service must successfully integrate with all modes of transport and cater for the demands of each whilst maintaining and promoting at its heart, a sustainable, affordable and environmentally friendly Public Transport Service with links to all of Flintshire and the wider region.</p>				
1.21	<p><u>School Transport Historical Anomalies</u></p> <p>The school transport route optimisation and re-procurement exercise was completed in September 2017. The optimisation exercise delivered maximum benefit by ensuring the most efficient use of vehicles and delivery of the most cost-effective routes and vehicle capacity for the required number of eligible passengers. As a consequence of the exercise, a number of historical non-statutory transport arrangements were identified that were over and above the current Home to School Transport Policy, and presented opportunities for alternative service delivery and potential efficiency savings.</p>				
1.22	<p>The identified anomalies are explained within Appendix 10 along with proposals on how each issue will be dealt with in turn, together with the anticipated efficiencies and expected impact on non-eligible students.</p>				
1.23	<p>Concessionary Fares</p> <p>It is proposed that the price of concessionary spare seats is increased to ensure full cost recovery as this was the preferred option from the All Members Workshop that took place in November 2017.</p> <p>Current concessionary bus passes are £165 per full school year (£55 / term) however this is well below the cost of providing the service. In order to achieve full cost recovery an annual payment of £716.98 (or £238.99 per term) would be required. The costs are calculated as follows: -</p> <p>Average cost of providing 53-seater coach = £38,000 per annum Divided by 190 school days = £200.00 cost per day Divided by 53 seats/pupils = £3.77 per day x 190 school days = £716.98 per annum (or £238.99 per term).</p> <p>Options for Scrutiny consideration to reach full cost recovery are as follows:</p> <table border="1" data-bbox="320 2056 1383 2101"> <tr> <td data-bbox="320 2056 472 2101"></td> <td data-bbox="472 2056 780 2101">Option 1</td> <td data-bbox="780 2056 1088 2101">Option 2</td> <td data-bbox="1088 2056 1383 2101">Option 3</td> </tr> </table>		Option 1	Option 2	Option 3
	Option 1	Option 2	Option 3		

	Immediate Effect	Three year	Five Year
2018/19	£717 (£239 / term)	£300 (£100 / term)	£200 (£67 / term)
2019/20		£500 (£167 / term)	£300 (£100 / term)
2020/21		£717 (£239 / term)	£450 (£150 / term)
2021/22			£575 (£192 / term)
2022/23			£717 (£239 / term)

For cost comparison purposes, the following charges for concessionary spare seats currently apply in neighbouring Local Authorities: -

Cheshire West & Chester: £880.00 per academic year
Denbighshire: £150.00 per academic year
Wrexham: £150.00 per academic year
Conwy: £210.00 per academic year

Further details of the proposed Concessionary Spare Seat Scheme are provided in **Appendix 12**

2.00	RESOURCE IMPLICATIONS
2.01	There are no additional resource implications for implementing the proposals and work is expected to be undertaken by the existing Programme Manager for the project with support from a Technical Officer, which is already underway.
2.02	It is anticipated that drivers for the in-house minibus operation will be recruited from within existing resources where feasible and the incumbent Fleet Manager will take on the responsibility of managing the PSV Operator's Licence, supported by the ITU Manager.
2.03	The existing service bus vehicles employed on the Deeside Shuttle service will be disposed of in accordance with the Council's Constitution and other relevant policies and legislation.
2.04	It is important to note that, from the outset, the Bus Service Support Grant (and its predecessor equivalents) has been intended to supplement Local Authorities' own expenditure, not replace them. Welsh Government has indicated that it continues to be recognised that it is for each Local Authority to determine how to spend its own un-hypothecated funding. Nevertheless, reflecting the fact that BSSG exists to supplement Local Authorities' own expenditure, and Welsh Ministers' discretion in relation to the scheme, it should be expected that future BSSG allocations, from April 2019, will be determined to reflect in part local authorities' own expenditure on supporting bus and community transport services. Any potential reduction in Flintshire's own revenue support funding could therefore result in a reduction of the grant received from Welsh Government.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
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3.01	With Cabinet Member (Streetscene and Countryside).
3.02	Elected Members workshops in April and May 2018 and letter invite to consultation.
3.03	Town and Community Council via letter invite to consultation and attendance at monthly meetings and County Forum.
3.04	Assembly Members and Members of Parliament via letter invite to consultation.
3.05	Consultation with members of the public and community groups and forums.
3.06	Consultation with bus operators.
3.07	Consultation with neighbouring Authorities.
3.08	Consultation with Welsh Government / North Wales Metro Steering Group.

4.00	RISK MANAGEMENT
4.01	A Project Review Board has been set up to monitor and oversee the implementation of the proposals, and to ensure that the project stays on target. The Board consists of Chief Officer (Streetscene & Transportation); Transportation and Logistics Manager; Integrated Transport Unit Manager, Fleet Manager, Programme Manager and Technical Officer.
4.02	Progress will be reported to the Streetscene & Transportation Programme Board.
4.03	An Equalities Impact Assessment is being undertaken as part of the review Appendix 11

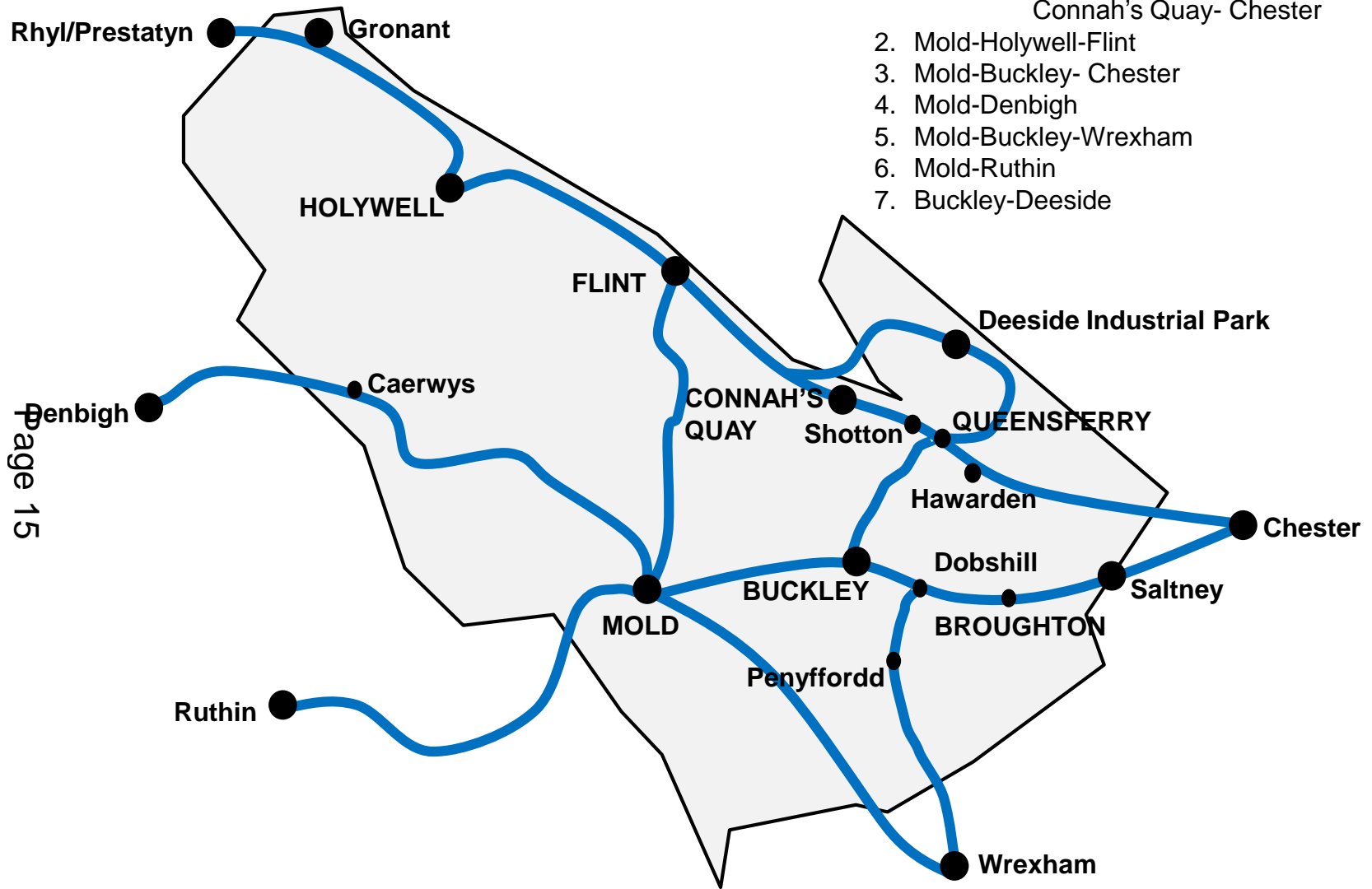
5.00	APPENDICES
5.01	Appendix 1 – Map of Strategic Core Bus Network Appendix 2 – List of current subsidised routes Appendix 3 – Bus network review consultation document Appendix 4 – Evaluation of Consultation Responses Appendix 5 – Aspirations for expected service levels on core bus network Appendix 6 – Local travel arrangements route plan Appendix 7 – Proposed Implementation plan and timetable for delivery Appendix 8 – Communication plan Appendix 9 – Cost-benefit analysis – in-house option Appendix 10 – School transport historical anomalies Appendix 11 – Equalities Impact Assessment Appendix 12 – Concessionary Spare Seats Guide/Fact Sheet

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
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6.01	<p>None.</p> <p>Contact Officer: Stephen O Jones, Chief Officer, Streetscene and Transportation Telephone: 01352 704700 E-mail: stephen.o.jones@flintshire.gov.uk</p>
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7.00	GLOSSARY OF TERMS
7.01	<p>LCEB = Low Carbon Emission Buses are defined by the Government as those producing 30% less emissions of greenhouse gases (GHGs) than an average Euro 3 diesel bus, The testing, developed by the Low Carbon Vehicle Partnership (LowCVP), measures GHG emissions from the vehicle and from the fuel production when the bus is carrying its maximum passenger load. Optare's Euro 6 Solo SR diesel-powered buses have gained low carbon accreditation for their low emissions.</p> <p>Euro 6 = Euro 6 is the sixth directive set by the European Union to help reduce the level of harmful pollutants produced by new vehicles. The Euro 6 standard sets out the acceptable limits for exhaust emissions, and since September 2015, all new vehicles sold have had to comply with the Euro 6 standard.</p>

Appendix 1: Strategic Core Bus Network



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Appendix 2 - Summary of types of bus services in Flintshire

Service	Route Description	Type of Service	Early morning (before 0800)	Peak (0800-0900 / 1500-1700)	Off-peak (0900-1500 / 1700-1800)	Evening (after 1800)	Saturdays	Sundays & public holidays	Days of Operation
1	Mold - Loggerheads - Llanarmon-yn-Ial - Ruthin (Denbighshire service)	Subsidised	Contract	Contract	Contract	No Service	Contract	No Service	M T W Th F S
2	Mold - Eryrys - Llanarmon-yn-Ial - Ruthin (Denbighshire service)	Subsidised	No Service	Contract	Contract	No Service	Contract	No Service	M T W Th F S
X1	Ruthin - Mold - Chester (Denbighshire service)	Subsidised	No Service	Contract	Contract	No Service	Contract	No Service	M T W Th F S
3	Mold - Buckley - Penyffordd - Broughton - Chester	Commercial	Commercial	Commercial	Commercial	De-minimis	Commercial	No Service	M T W Th F S
4, 4S	Mold - Buckley - Drury - Hawarden - Broughton - Chester	Commercial	Commercial	Commercial	Commercial	De-minimis	Commercial	Commercial	M T W Th F S Su
5/5A	Mold - Buckley - Queensferry - Deeside Industrial Park - Ellesmere Port	Contracted	Contracted	Contracted	Contracted	No Service	Contracted	No Service	M T W Th F S
6, 6A	Mold - Pantymwyn	De-minimis	De-minimis	De-minimis	Commercial	No Service	De-minimis	No Service	M T W Th F S
8	Mold - Northop Hall - Connah's Quay - Shotton - Queensferry - Sealand	Subsidised	No Service	Contract	Contract	No Service	Contract	No Service	M T W Th F S
9	(Mold -) Connah's Quay - Shotton - Queensferry - Countess Hospital - Chester	Subsidised	Contract	Contract	Contract	No Service	Contract	No Service	M T W Th F S
X9	(Mold -) Connah's Quay - Shotton - Queensferry - Hawarden - Maelor Hospital - Wrexham	Subsidised	Contract	Contract	Contract	No Service	Contract	No Service	M T W Th F S
10	Connah's Quay - Shotton - Queensferry - Chester	De-minimis	Commercial	Commercial	Commercial	Commercial	Commercial	De-minimis	M T W Th F S Su
10A	Holywell - Bagillt - Flint - Connah's Quay - Shotton - Queensferry - Chester	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	No Service	M T W Th F S
11, 11A	(Rhyl -) Holywell - Flint - Connah's Quay - Hawarden - Broughton - Chester	Subsidised	Commercial	Commercial	Commercial	Contract	Commercial	De-minimis	M T W Th F S Su
11F, 11G, 11M, 11X	Rhyl - Prestatyn - Holywell	Commercial	Commercial	Commercial	Commercial	Contract	Commercial	De-minimis	M T W Th F S Su
12	Chester - Broughton - Mancot - Deeside Hospital - Connah's Quay	De-minimis	De-minimis	De-minimis	De-minimis	De-minimis	De-minimis	No Service	M T W Th F S
14	Mold - Caerwys - Bodfari - Denbigh	Subsidised	Contract	Contract	Contract	No Service	Contract	No Service	M T W Th F S
14A	Holywell - Carmel - Gorsedd - Babel - Caerwys - Afonwen - Denbigh	Subsidised	No Service	Contract	Contract	No Service	Contract	No Service	M T W Th F S
14C	Holywell - Lixwm - Cilcain - Mold - RURALrider	Subsidised	No Service	Contract	Contract	No Service	Contract	No Service	M T W Th F S
16	Chester - Lache - Saltney	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	M T W Th F S Su
18	Flint Cornist - Holywell - Penyffordd - Prestatyn - Rhyl	De-minimis	De-minimis	De-minimis	De-minimis	No Service	De-minimis	No Service	M T W Th F S
19	Flint Cornist - Holywell - Berthengam - Prestatyn - Rhyl	De-minimis	No Service	De-minimis	De-minimis	No Service	De-minimis	No Service	M T W Th F S
21A/B	Buckley Station - Precinct Way - Southdown	Subsidised	No Service	Contract	Contract	No Service	Contract	No Service	M T W Th F S
22/22A	Holway - Holywell - Pen-y-Maes - Brynford	Subsidised	No Service	Contract	Contract	No Service	Contract	No Service	M T W Th F S
23	Greenfield - Holywell - Holywell Community Hospital	Subsidised	No Service	No Service	Contract	No Service	No Service	No Service	M T W Th F
26, 27	Mold - Leeswood - Caergrwle - Maelor Hospital - Wrexham	Commercial	Commercial	Commercial	Commercial	No Service	Commercial	No Service	M T W Th F S
28, 28A	Wrexham - Penyffordd - Buckley - Mold - Northop - Flint	De-minimis	De-minimis	Commercial	Commercial	No Service	Commercial	No Service	M T W Th F S
40	Mold - Nercwys - Treuddyn - Llanfynydd - Ffrith - Cymau - Wrexham	De-minimis	De-minimis	Commercial	Commercial	Commercial	Commercial	No Service	M T W Th F S
61/62	Higher Kinnerton - -Doddleston - Handbridge - Chester	Commercial	Commercial	Commercial	Commercial	No Service	Commercial	No Service	M T W Th F S
63	Mold - Treuddyn / Leeswood - Higher Kinnerton	Subsidised	Contract	Contract	Contract	No Service	Contract	No Service	M T W Th F S
126	Holywell - Pentre Halkyn - Rhosesmor - Mold	De-minimis	No Service	De-minimis	De-minimis	No Service	De-minimis	No Service	M T W Th F S
127	Mold - Rhosesmor - Lixwm - Brynford - Pantasaph - Holway	Subsidised	No Service	Contract	No Service	No Service	No Service	No Service	School days only
X4	Mold - Buckley - Hawarden - Chester Business Park - Chester	De-minimis	De-minimis	De-minimis	Commercial	No Service	De-minimis	No Service	M T W Th F S
D1	Flint - Connahs Quay - Shotton - queensferry - Deeside Industrial Park	Subsidised	Contract	Contract	Contract	Contract	Contract	Contract	M T W Th F S Su
D2	Connahs Quay - Deeside Industrial Park	Subsidised	Contract	Contract	Contract	Contract	No Service	No Service	M T W Th F
D3	flint - Deeside Industrial Park	Subsidised	Contract	Contract	Contract	Contract	No Service	No Service	M T W Th F

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Flintshire County Council

Bus Network Review

Page 19

Public Consultation 2018

The Councils Current Position

More than 55 bus routes operate across Flintshire on a daily basis. These journeys are operated by private bus companies which either run commercial bus services or routes subsidised by Flintshire County Council.

Under the Transport Act (1985), bus operators are free to operate bus services on any route that they consider to be commercially viable, which means that the costs for running the services are covered by the fares collected from passengers on the route or by concessionary travel reimbursement in lieu of the fares.

Commercial routes are operated solely by bus companies with no input from the local authority on route direction or financial support, whereas subsidised routes are those funded wholly, or partially, by the Council. This is required to ensure that public transport is available to those living in areas where a commercial service does not run or is not financially viable. Around 60% of bus services in Flintshire are operated commercially and 40% are subsidised.

There is no statutory duty upon the Council to provide local bus services, or fund any form of public transport, but the Authority does have a statutory duty under the 1985 and 2000 Transport Acts to keep the bus network under review, and intervene where it feels appropriate.

At present, Flintshire County Council subsidises 24 bus routes through either standalone contracts or agreements with commercial operators to provide services that are not commercially viable, such as early morning, evening, via certain villages etc. This is at a cost of £1,068,352 per annum with some journeys being subsidised to the cost of £6 per passenger journey. This is not sustainable and, with changing demands on public transport, may no longer be fit for purpose.

Proposals

Central to transport in Flintshire is the bus network, which despite declining patronage remains an important public transport mode in the County, in terms of number of passengers carried and kilometres covered. Buses are key to providing access to the main hubs and increasingly for ensuring access to areas of economic activity, employment centres and new developments.

However, with increasing car ownership, there is pressure on maintaining the current levels of service with an increasing funding gap between network operating costs and passenger fare revenue. Coupled with this, the Council is facing increasing pressure on budget and resources, but with increasing demand and expectations from local communities.

Historically, the subsidised bus routes in Flintshire have been established on a piecemeal basis, sometimes without real justification or business case for support. North East Wales has been subject to changes in land use and employment over time, which in turn means that the way transport demand and supply is distributed may have changed. Additionally, more recently, there have been a number of changes to the commercial bus network by bus operators, which has impacted on communities and left potential gaps in service provision.

While some Local Authorities have stopped subsidising bus travel altogether, we are not doing that. However, we need to ensure an effective and integrated bus network into the future, and services must be sustainable, affordable and meet the changing and prioritised needs of our residents.

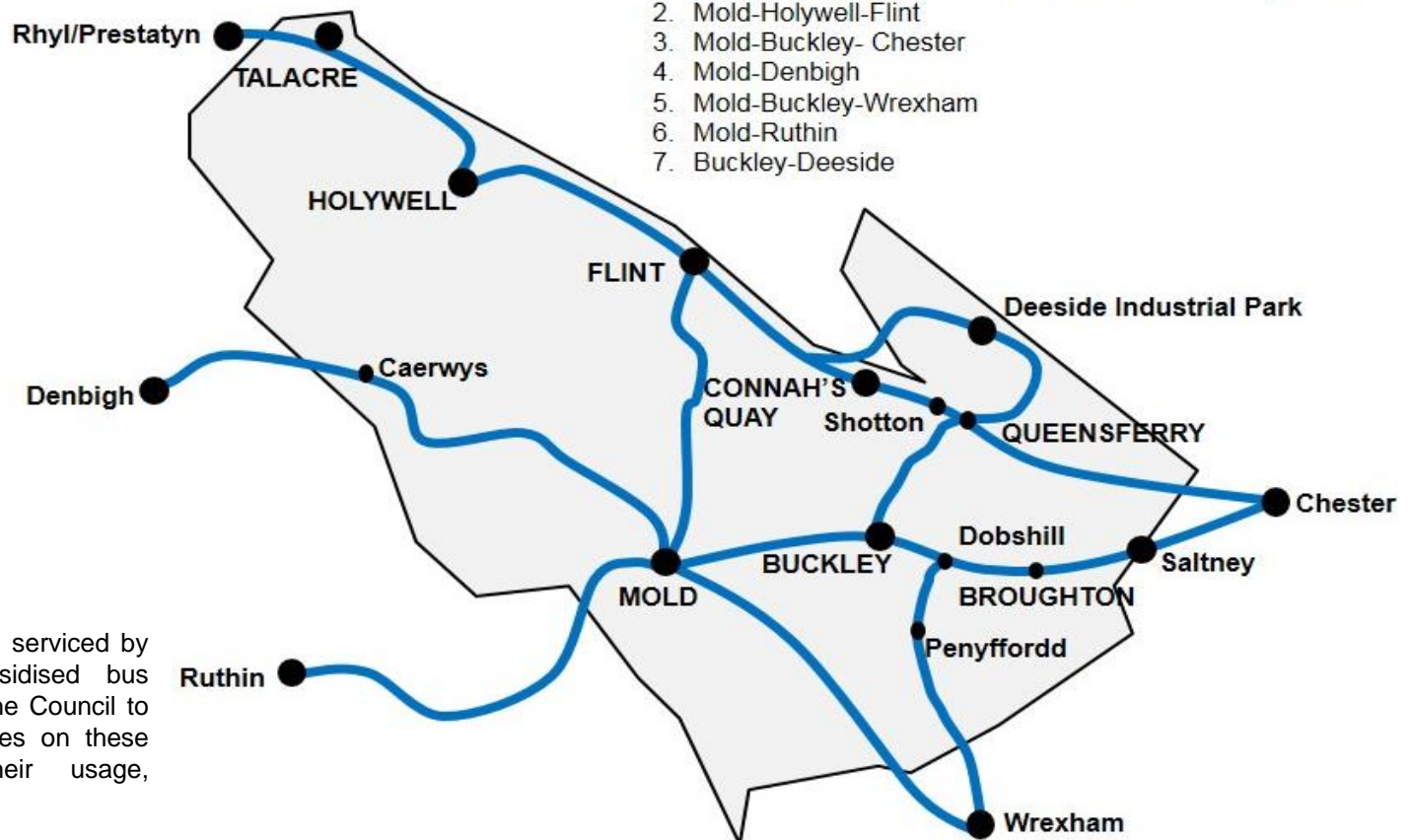
There is therefore a need to carry out a comprehensive review of the network and consider the commercial network and the supported network as a whole to ensure that it best reflects the current travel patterns of passengers and meets the evolving demand for transport to new developments.



The review will consider the current supported bus network and how best to prioritise increasingly limited public funding where there is most need and ensure that service delivery is consistent, fair and equitable across the County. Accordingly, the review will include areas of the County not currently served by public transport and consider the current commercial provision of services to key centres and identify any gaps where there is an existing or future need.

A review of the bus network was undertaken in April 2015, which established a strategic core network of bus routes throughout the County and on some cross-boundary corridors to link passengers to key destination hubs for access to education, employment, shopping, health, social and leisure opportunities. The service model adopted is based on a hierarchical network approach with the development of high demand and quality links to key centres or hubs in particular.

Strategic Core Bus Network



Currently, these corridors are serviced by both commercial and subsidised bus routes. It is the intention of the Council to maintain the subsidised routes on these corridors, but review their usage, frequency and efficiency.

Subsidised Routes on the Core Network

Service	Route Description	Details of subsidy provided
1/X1/2	Ruthin - Cadole - Gwernymynydd - Mold - Chester	Fully supported service (under contract to Denbighshire County Council)
3	Mold - Buckley - Penyffordd - Broughton - Chester	Commercial service with FCC support via Penyffordd & Broughton Retail Park
4/4A	Mold - Buckley - Hawarden - Saltney - Chester	Commercial service with FCC support on evenings journeys after 1800 M-S & Sundays on Service 4 via Hawarden & Broughton Village
11A	Chester - Mold - Holywell - Prestatyn - Rhyl	Commercial service with FCC support on evening journeys to Mold and Rhyl and for early morning journeys
14	Mold - Rhydymwyn - Nannerch - Caerwys - Denbigh	Fully supported service
28, 28A, 28X, S28	Flint - Mold - Buckley - Penyffordd - Hope - Wrexham	Commercial service with FCC support for early morning / evening journeys
Deeside Shuttle (D1, D2, D3)	Flint - Connah's Quay - Shotton - Queensferry - Deeside Industrial Park	Fully supported service
X4	Mold - Buckley - Ewloe - Hawarden - Broughton - Chester	Commercial service with FCC support for service
5/5A	Mold - Buckley - Ewloe - Queensferry - Deeside Industrial Park - Ellesmere Port	Fully supported service

Consultation Review

We are holding this consultation to let you know how the current network may change and we are asking your opinion on the best way forward with the provision of transport services within your area. This is your chance to have your say on how best to spend the bus subsidy budget available and share your views.

To help with this, and ensure that we understand the best option for your local community, we have divided the authority into four geographical areas highlighting the main hubs within those areas either for onward travel on the core bus network or access to education, employment, shopping, health, social and leisure opportunities.

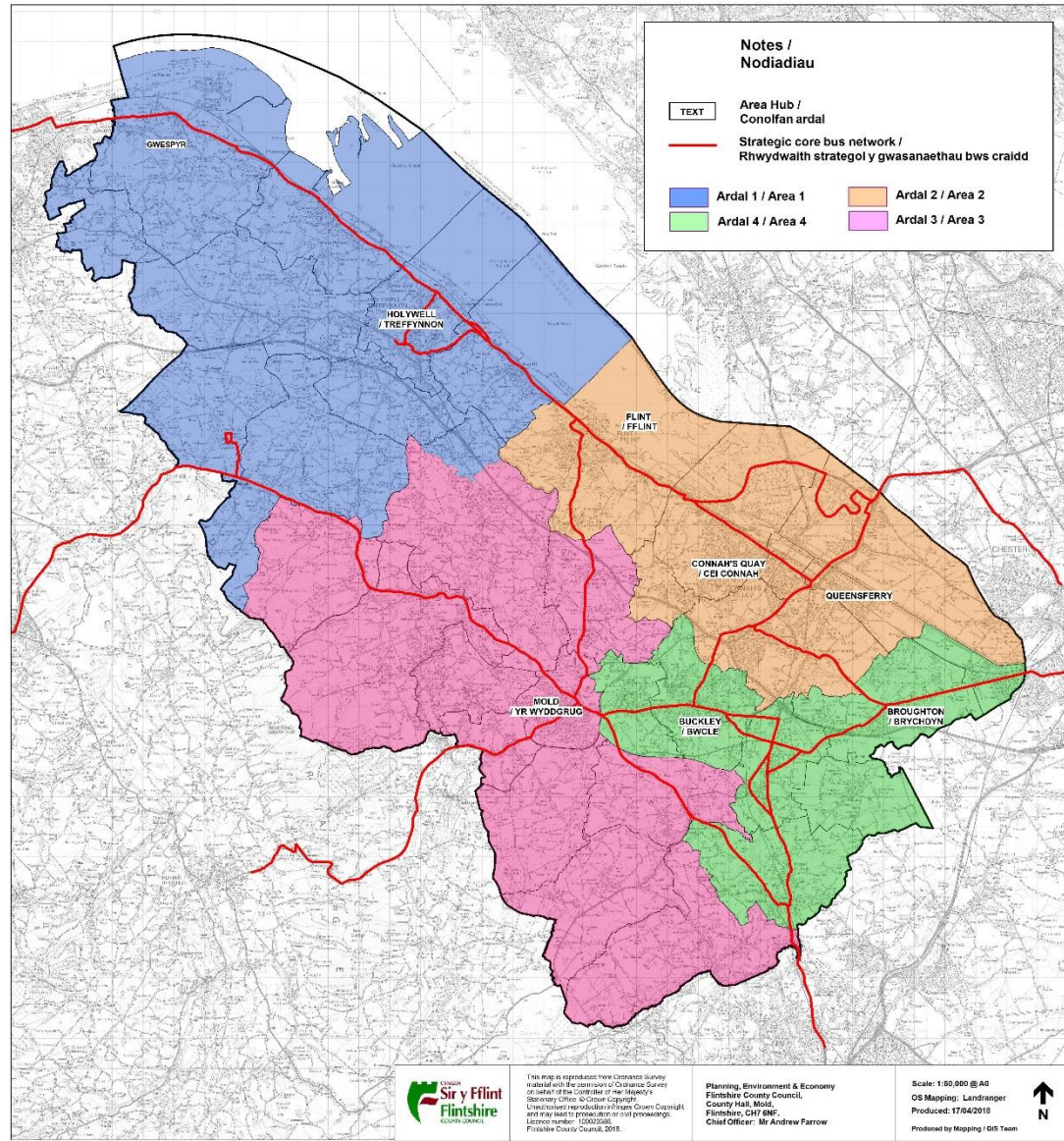
The Geographical Areas are:

	Area 1	Area 2	Area 3	Area 4
	Hub: Holywell; Gwespyr	Hub: Flint; Connah's Quay; Queensferry	Hub: Mold	Hub: Buckley; Broughton
Page 23	<p>Includes: Holywell, Bagillt, Greenfield, Mostyn, Rhewl, Penyffordd, Trelawnyd, Trelogan, Gwaenysgor, Whiford, Carmel, Lloc, Gorsedd, Pantasaph, Gwespyr, Axton, Gronant, Llanasa, Talacre, Ffynnongroyw, , Pentre Halkyn, Brynford, Milwr, Babell, Caerwys, Afonwen, Ysceifiog, Lixwm, Rhes-y-Cae,</p>	<p>Includes Flint, C'Quay, Queensferry, Wepre, Shotton, Aston, Mancot, Pentre, Sandycroft, Deeside Industrial Park (D.I.P.), Garden City, Sealand, Northop Hall, Hawarden, Ewloe, Oakenholt, Flint Mountain</p>	<p>Includes: Mold, Cilcain, Rhydymwyn, Northop, Sychdyn, Nannerch, Pantymwyn, Gwernaffield, Gwernymynydd, Cadole, Nercwys, Treuddyn, Llanfynydd, Ffrith, Cymau, Rhydtalog, Leeswood, Pontybodkin, Coed Talon, Pontblyddyn, Halkyn, Rhosesmor,</p>	<p>Includes: Buckley, Mynydd Isa, Bryn-y-Baal, Dobshell, Drury, Burntwood, Pentrerobin, Penymynydd, Penyffordd, Padeswood, Alltami, New Brighton, Bretton, Broughton, Saltney, Saltney Ferry, Higher Kinnerton, Hope, Caergwrle</p>



The Geographical Areas - Map

Within your area we want you to consider the demand for public transport and which of our proposed options would best suit the needs of the community.



Proposed Options and Implications



Option 1 - Stop subsidising bus routes completely

- » This option would see all FCC revenue support for bus subsidies removed and leave only commercial bus services operating on routes that are financially viable. Commercial bus operators can introduce, withdraw or change their bus services at any time with no consultation with the Local Authority simply by giving 56 days' notice to the Office of the Traffic Commissioner.
 - » The Local Authority has no control regarding the operation of commercial bus services and has little or no input into the commercial transport network. Commercial bus services would operate where bus operators believe a profitable operation can be run, and they are free to set the routes, timetables and fares as they see fit according to service demand.
- Under this option, rural areas and less populated areas of the County, including some larger housing estates, would not benefit from any bus service and some evenings and Sunday services may be reduced or withdrawn.
- » There are also implications for the revenue grant support (Bus Service Support Grant (BSSG)) received from Welsh Government, which exists to supplement local authorities' own expenditure.
 - » In the future, it is expected that BSSG allocations, from April 2019, will be determined to reflect in part local authorities' own expenditure on supporting bus and community transport services, which means that any reductions or removal of a local authority's own revenue support would result in the reduction or removal of the grant.
 - » Statutory school transport services for eligible pupils would continue to be provided under this option.

Option 2 – Do Nothing

- » This option would leave the current arrangements for supporting the existing bus services in place as they are currently, but may require fares to be reviewed and some minor timetable amendments to improve reliability and increase passenger numbers.
- » Subsidised bus services would continue to be provided on existing routes at current frequencies, but would not benefit those areas where a service does not currently operate.
- » There would be no alternative support should a commercial operator amend, reduce or withdraw their services in the future.
- » Additionally, this option would not take into account any recent changes made to the commercial network or longer-term developments and changes in land use or economic activity.
- » Statutory school transport services for eligible pupils would continue to be provided under these option.

Proposed Options and Implications



Option 3 – Support the core bus network and implement local travel arrangements (LTAs) in communities not on the core network.

- » This option would involve maintaining the core bus network at an affordable level through Quality Partnerships with the bus operators and linking communities to area hubs utilising smaller vehicles such as minibuses which operates just like a regular bus service running along a fixed route and to a scheduled timetable.
- » This service would be less frequent than a standard bus service and would require passengers to adapt their travel needs to suit.
- » The smaller vehicle would better suit itself to rural transport for access via country roads.
- » Statutory school transport services for eligible pupils would continue to be provided under this option and concessionary travel passes would be accepted on all services.

Page 26

Option 4 -Support the core bus network and provide a demand responsive service for communities not on the core network.

- » This option would involve maintaining the core bus network at an affordable level through Quality Partnerships with the bus operators and linking communities not on the core bus network through a “ring-and-ride” style service, where a vehicle can be pre-booked on a demand responsive basis for transport to a main hub.
- » Unlike current taxi arrangements, this would not be a trip for the individual and other passengers will be picked up and dropped off on a shared service, for which a fee is chargeable.
- » Transport will be provided when you require, you would not have to wait for a scheduled service.
- » All of the area would have access to this form of transport. Currently, concessionary travel passes are not eligible on “ring-and-ride” services.
- » The authority currently operates a chargeable “Dial-a-Ride” service for individuals registered to the scheme. This is provided for those needing to attend local medical appointments. This service will continue and be promoted in areas effected by bus service changes.

Subsidised Routes Partially and Not on the Core Network



Service	Route Description	Operates on core network	Details of subsidy provided
8	Sealand Manor - Queensferry - Shotton - Northop Hall - Northop - Mold	Partially	Fully supported service
9/X9	Mold - Northop Hall - Connah's Quay - Queensferry - Chester/Wrexham	Partially	Fully supported service
12	Connah's Quay - Shotton - Deeside Community Hospital - Queensferry - Mancot - Sandycroft - Chester	Partially	Commercial service with FCC support for to serve Mancot & Sandycroft
18	Flint-Bagillt-Holywell-Greenfield-Mostyn-Maes Pennant-Penyffordd-Gwespyr-Talacre-Prestatyn/Rhyl	Partially	Commercial service with FCC support to serve Flint Cornist, Penyffordd (Holywell), Rhyl and Prestatyn (recharged to DCC)
6, 6A	Mold-Gwernymynydd-Cadole-Gwernaffield-Pantymwyn	No	Commercial service with FCC support for Mold Campus and other peak journeys
1	Pen-y-Maes-Holywell-Carmel-Gorsedd-Caerwys-Denbigh	No	Fully supported service
14	Pen-y-Maes-Holywell-Carmel-Gorsedd-Cilcain-Rhydymwyn-Mold	No	Fully supported service
21A/B	Buckley local service (Southdown - Bryn Awelon - Precinct Way - Medical Centre - Railway Station)	No	Fully supported service
22, 22A	Holway-Holywell-Brynford-Holywell-Pen-y-Maes	No	Fully supported service
23	Greenfield-Holywell-Holywell Community Hospital	No	Fully supported service
40	Mold - Nercwys - Treuddyn - Llanfynydd - Ffrith - Cymau - Abermorddu - Wrexham	No	Fully supported service
126	Holywell-Milwr-Pentre Halkyn-Halkyn-Rhosesmor-Mold	No	Commercial service with FCC support for some service
63	Higher Kinnerton-Hope-Caergwrle-Treuddyn-Nercwys-Mold	No	Fully supported service

Page 27

Consultation Process

Your feedback will help us decide on the best transport option for your area and these proposals will then be presented to the Council cabinet Committee where a decision on the future of bus subsidy will be decided.

While there will be issues and challenges in developing a new supported bus network to meet the core needs of Flintshire's residents, communities and stakeholders, we believe that it is possible to develop a sustainable and integrated network of supported transport services, building on a strong, stable commercial bus network and prioritised funding of services by the Council.

Consultation timescale:

Page 28

- » **Public consultation begins: April 2018**
- » **Public Engagement 'drop in' events: April & May 2018**
- » **Public consultation ends: 3rd June 2018**
- » **Feedback is reviewed and proposals made on preferred transport option for each area: June 2018**
- » **Proposals presented to the Councils Cabinet Committee for consideration: July 2018**
- » **Any proposed changes implemented: 1st October 2018**

Please complete the following questions:

Which geographical area are you commenting on
(if more than one please fill out a separate questionnaire)

- Area 1
- Area 2
- Area 3
- Area 4

What is your postcode? _____

Please indicate your age range:

- 18 years and under
- 19-25 years
- 26-49 years
- 50 – 59 years
- 60+
- Prefer not to state

Please indicate your gender:

- Male
- Female
- Prefer not to state

What is the purpose of your travel?:

- Work
- Education
- Shopping
- Access to services
- What services? _____
- Access to other public transport
- Medical appointments
- Social Events
- Other _____

Where are your destinations?

Are you affected by the following mobility issues

- Need wheelchair when leaving the house
- Unable to walk more than 200 metres without difficulty or assistance
- Unable to use conventional public transport
- Other (please explain) _____

How often do you use public transport?

- Daily
- Weekdays Only
- 2 – 3 times week
- At least once a week
- At least once a month
- Several times a year
- Never

When do you require public transport?

- Before 9am
- Between 9am and 4pm
- After 4pm
- After 7pm
- Saturday
- Sunday
- Various
- Never

If you currently use a bus service, which route do you use and where is your nearest bus stop?

Bus service Number _____

Bus Stop _____

Bus service Number _____

Bus Stop _____

Bus Service Number _____

Bus stop _____

Do you currently make use of Flintshire's 'ring and ride' service?

- Yes
- No
- I will if needed

Do you make use of other community transport arrangements provided in the community?

- Yes
- No
- I will if needed

Please specify _____

Having read the accompanying documentation, which option do you recommend for your community?

Option 1 – Stop all subsidised bus routes that operate in the county on core / non-core network.

Option 2 - Continue to support the current subsidised routes only.

Option 3 - Support subsidised routes on the core network and **implement** legal travel arrangements to bring passengers from communities to designated hubs

Option 4 - Support subsidised routes on the core network and **implement** a demand responsive 'ring and ride' service so bring passengers from communities to designated hubs

Return to: Flintshire County Council, Alltami Depot, Mold Road, Alltami, CH7 6LG or email to streetscene@flintshire.gov.uk

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APPENDIX 4: EVALUATION OF CONSULTATION

Consultation on the Bus Network Review

12th April – 18th June 2018

Evaluation of Responses

The consultation ran from 12th April until 18th June 2018 and was predominantly carried out by way of a questionnaire, which was available electronically via the Flintshire website and in paper hard copy, and extensive consultation with Local Members, Community and Town Councils and members of the Public.

Consultation with Local Members in the form of Members workshops were held on 12th April and 22nd May 2018. A series of public consultations in the form of informal drop-in sessions, were held between the 26th April and the 29th May 2018 at Buckley, Mold, Holywell, Connah's Quay, Flint, Penyffordd/Talacre, Hope/Caergwrle, Cymau, Treuddyn and Saltney, where members of the public could come and speak directly to Council officers.

The events were well attended, in the majority and were extremely useful for gaining valuable feedback and information.

Community presentations were held by Officers between the 9th – 22nd May 2018 at the Older Peoples Association in Connah's Quay, Buckley Senior Citizens Group, Job Centre Plus, 50+ Action Forum in Connah's Quay, and the Ffrith Community Café. Officers presented on the options to be considered as part of the Bus Review Consultation and invited feedback via the questionnaires either online or by post.

Officers attended Community/Town Council Meetings in Bagillt, Higher Kinnerton, Penyffordd, Pen Y Ffordd, Leeswood, Argoed, Nannerch, Northop Hall, Saltney, Holywell, Queensferry, Nercwys and Mold between the 9th May – 27th June 2018 to brief Members on the Consultation and the options to be considered. Stephen O Jones presented at the County Forum on the 10th May 2018.

In addition to this, individual letters with information packs, were sent to all Town and Community Councils requesting feedback on their preferred options on behalf of the residents they represent.

Letters and information packs were also distributed to Young Persons Groups, Older Persons Groups and the Business Forums.

A series of "On Bus" engagements was undertaken by Officers between the 18th – 30th June 2018.

678 individual responses were received and 22 Town and Community Council formalised their response on the preferred transport option for their community.

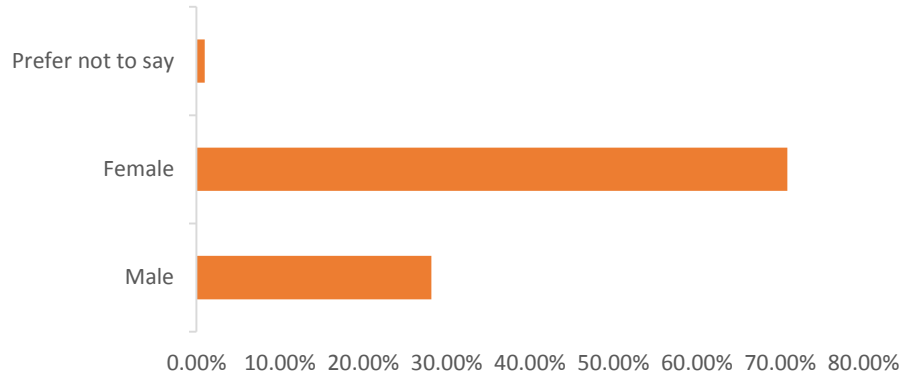
Collation of the responses are detailed in this report:

AREA 1 Survey Responses

Area 1 had a total number of 104 responses via online and paper surveys. The collated responses are:

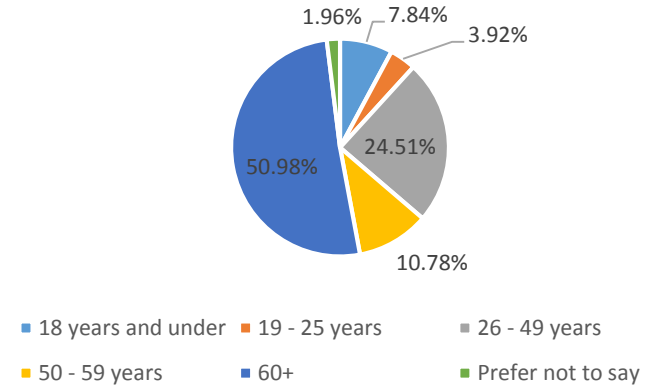
Gender

103 responses / 1 skipped



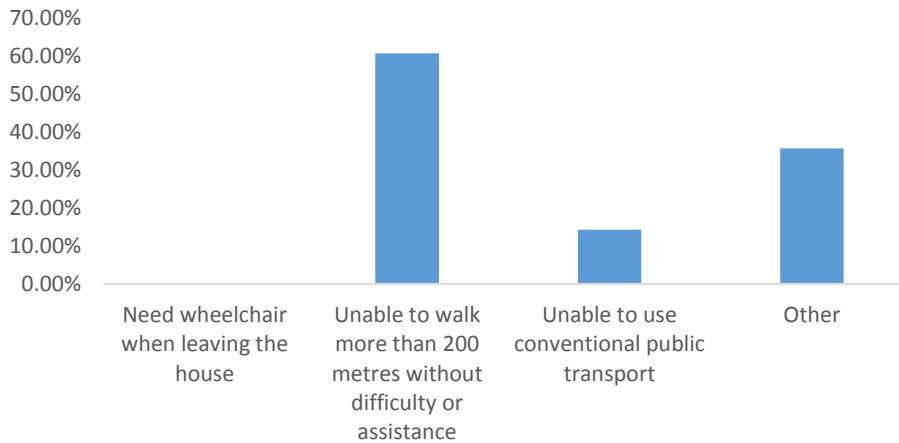
Age Distribution

102 responses / 2 skipped



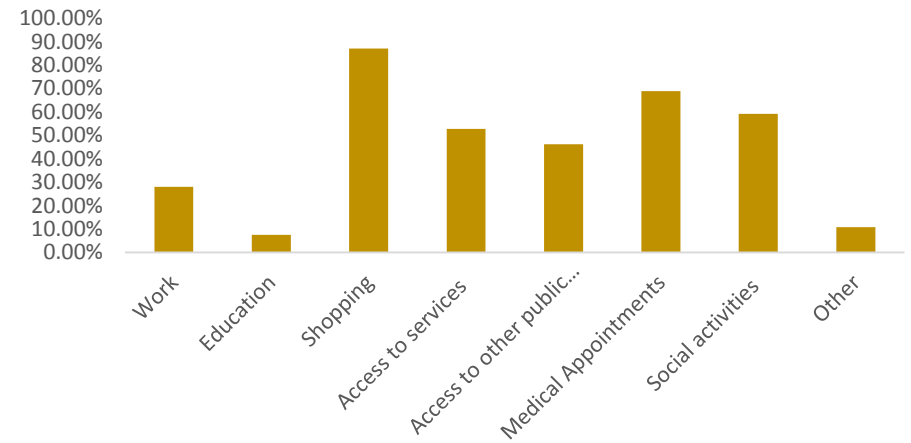
Individuals with Mobility Issues

28 answered / 76 skipped



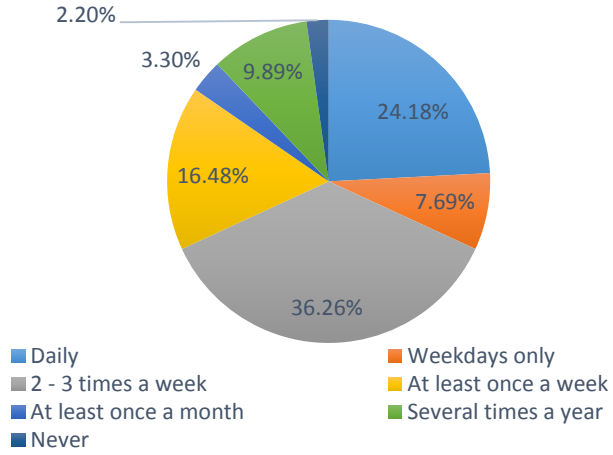
Purpose of Travel

93 answered / 11 skipped



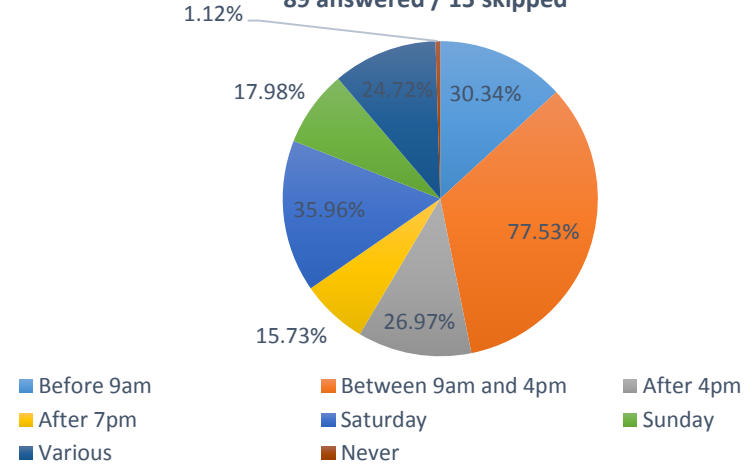
Days of Travel

91 answered / 13 skipped



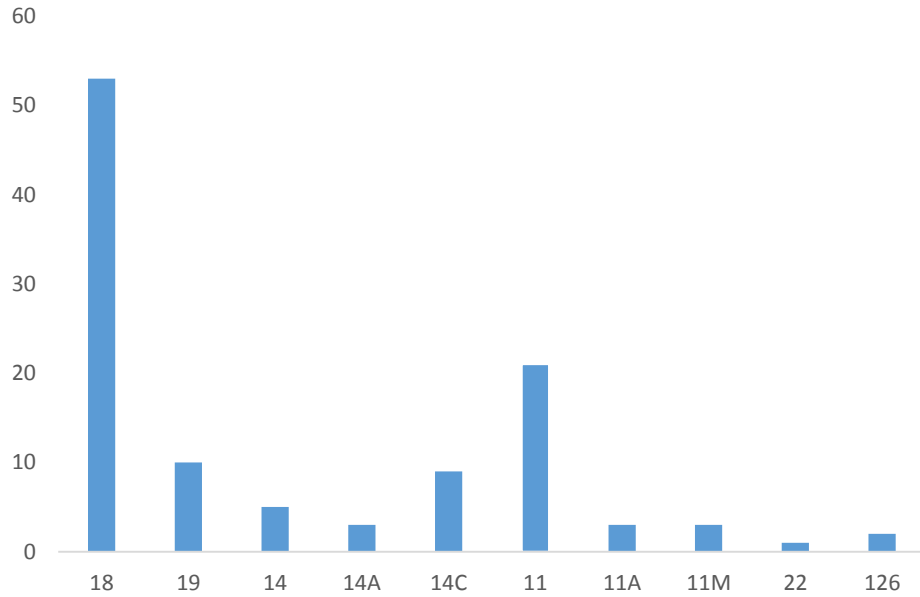
Time of Travel

89 answered / 15 skipped



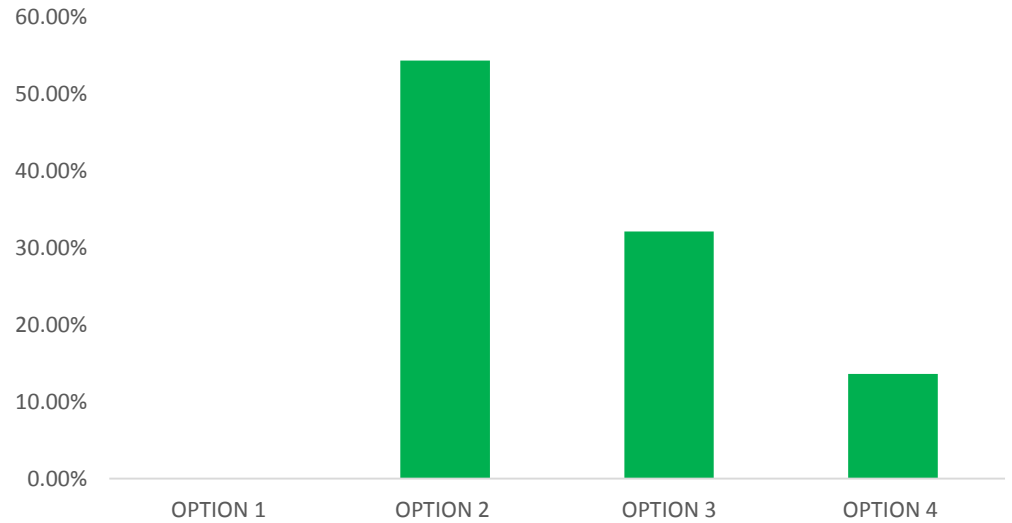
Bus Services Used

Page 35



Preferred Transport Option

answered 81 / skipped 23

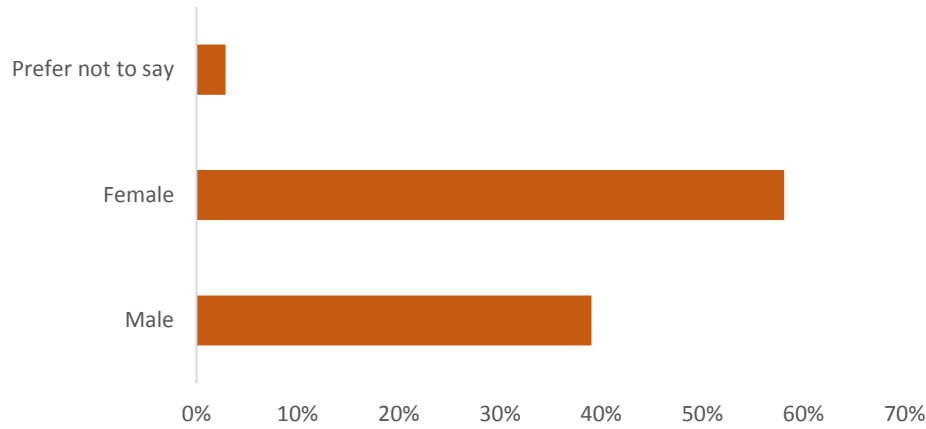


AREA 2 Survey Responses

Area 2 had a total number of 111 responses via online and paper surveys. The collated responses are:

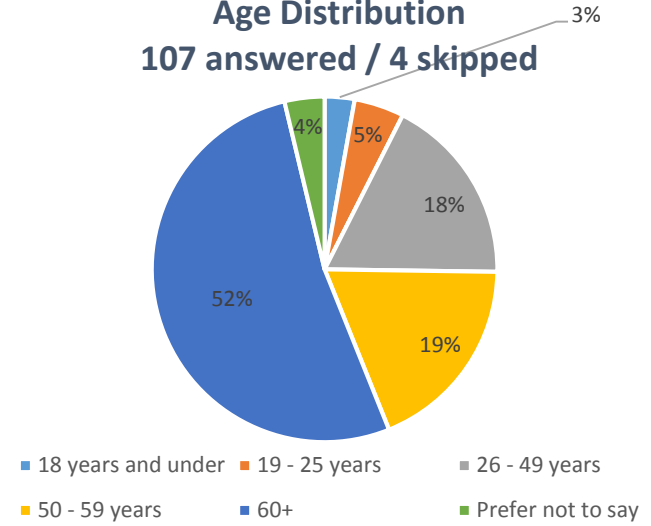
Gender

105 answered / 6 skipped



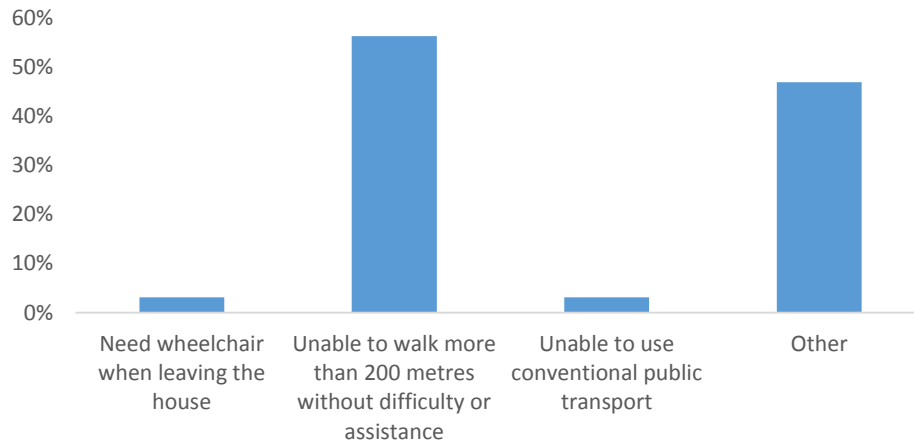
Age Distribution

107 answered / 4 skipped



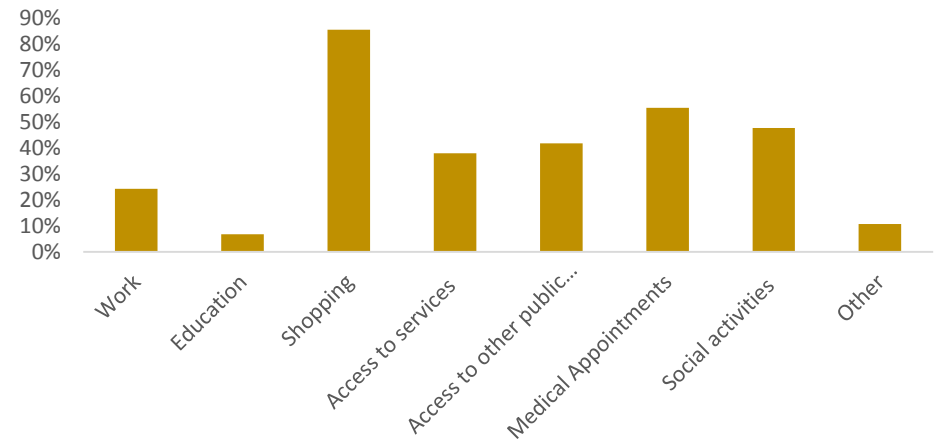
Individuals with Mobility Issues

32 answered / 79 skipped



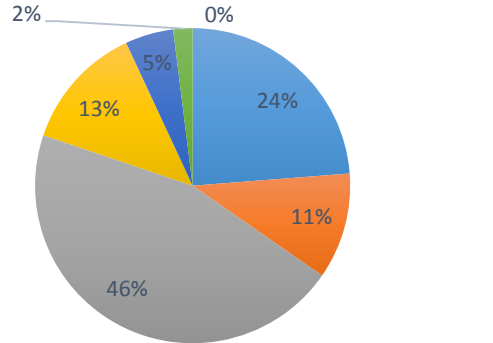
Reason for Travel

103 answered / 8 skipped



Days of Travel

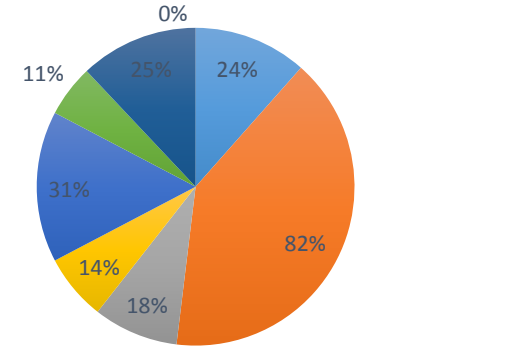
101 answered / 10 skipped



- Daily
- 2 - 3 times a week
- At least once a month
- Never
- Weekdays only
- At least once a week
- Several times a year

Hours of Travel

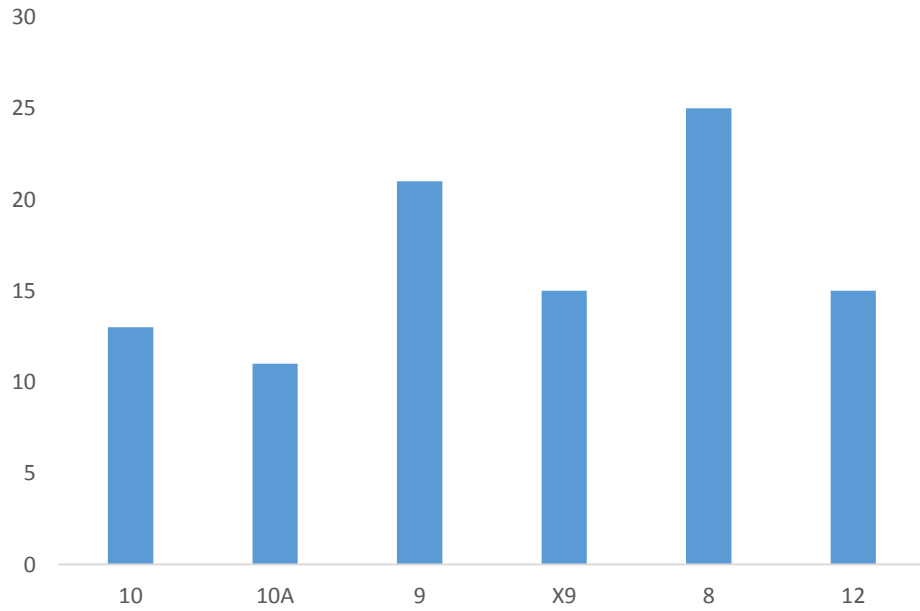
102 answered / 9 skipped



- Before 9am
- After 4pm
- Saturday
- Various
- Between 9am and 4pm
- After 7pm
- Sunday
- Never

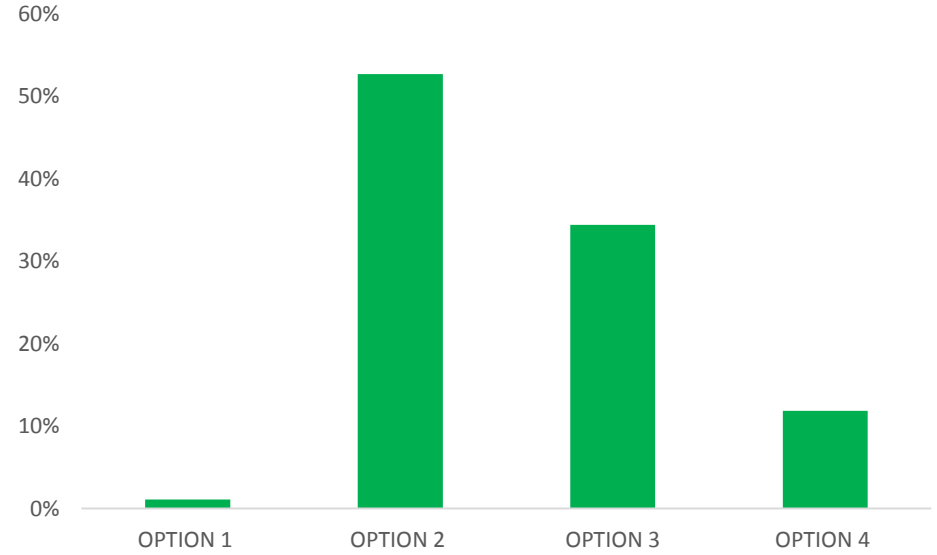
Bus Service Used

Page 37



Preferred Transport Option

83 answered / 18 skipped

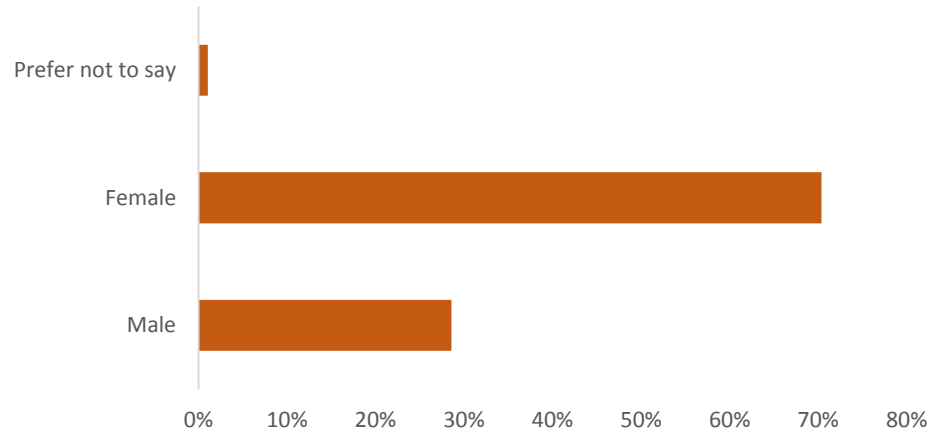


AREA 3 Survey Responses

Area 3 had a total number of 196 responses via online and paper surveys. The collated responses are:

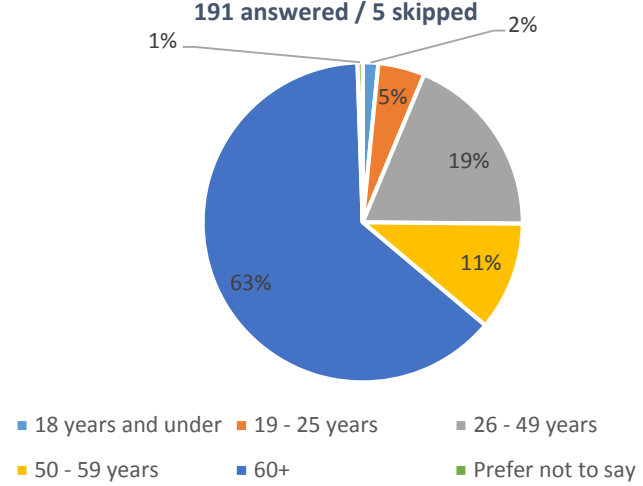
Gender

189 answered / 7 skipped



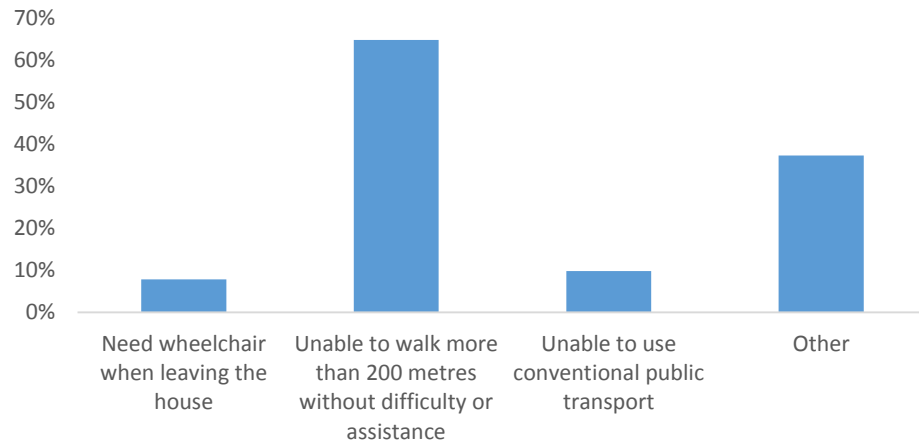
Age Distribution

191 answered / 5 skipped



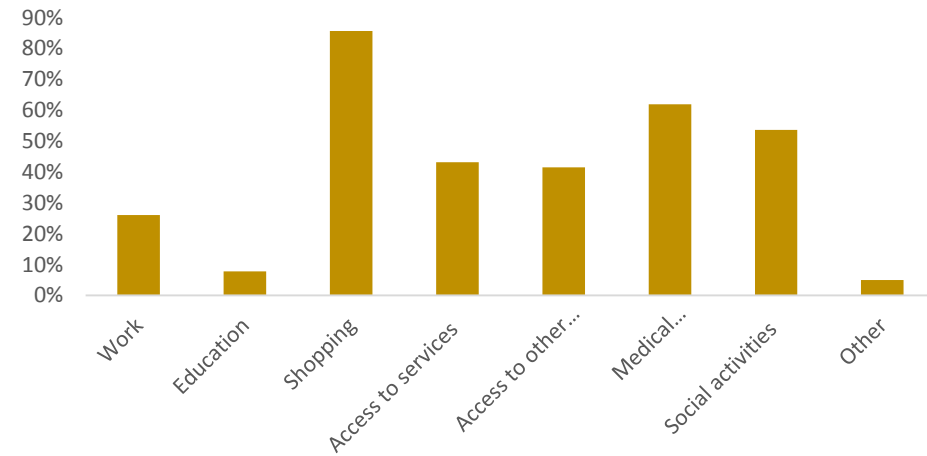
Individuals with Mobility Issues

51 answered / 145 skipped



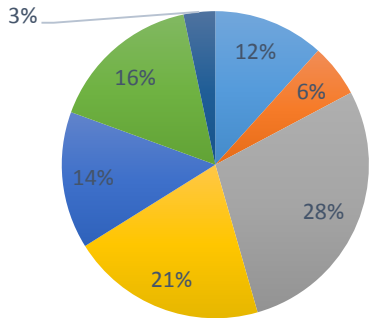
Purpose of Travel

181 answered / 15 skipped



Days of Travel

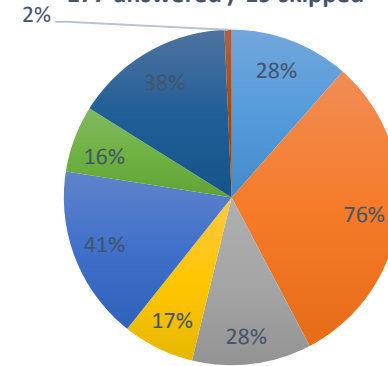
180 answered / 16 skipped



- Daily
- 2 - 3 times a week
- At least once a month
- Never
- Weekdays only
- At least once a week
- Several times a year

Hours of Travel

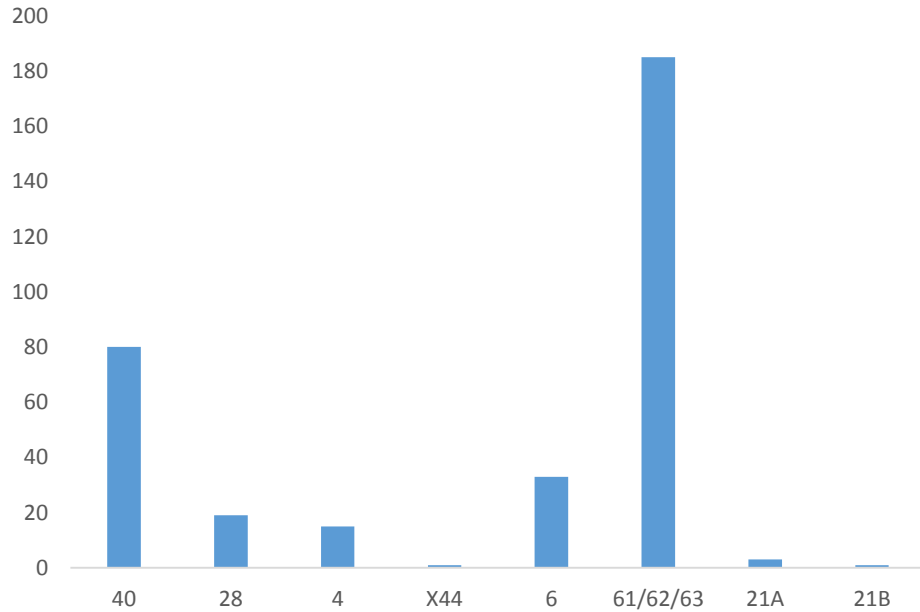
177 answered / 19 skipped



- Before 9am
- After 4pm
- Saturday
- Between 9am and 4pm
- After 7pm
- Sunday

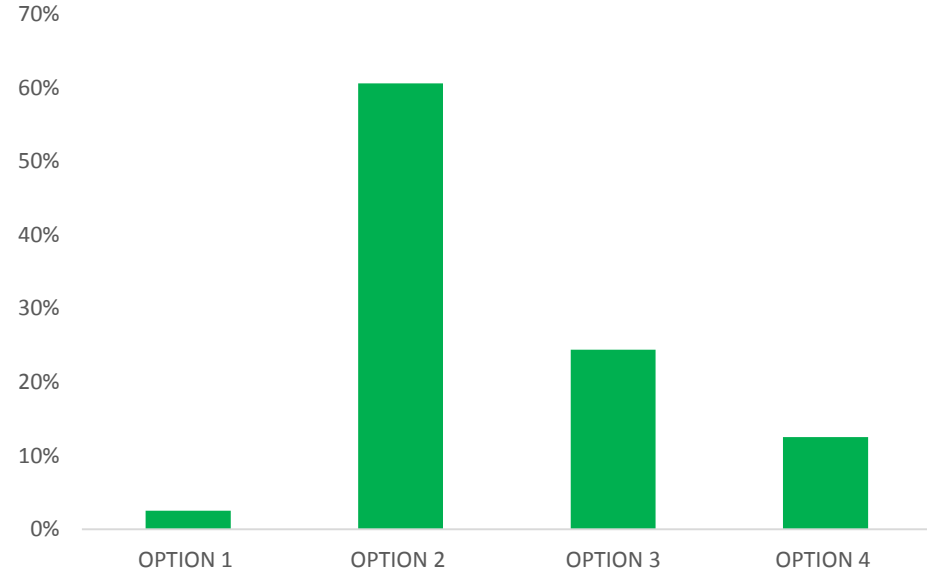
Bus Service Used

Page 39



Preferd Transport Option

160 answered / 36 skipped

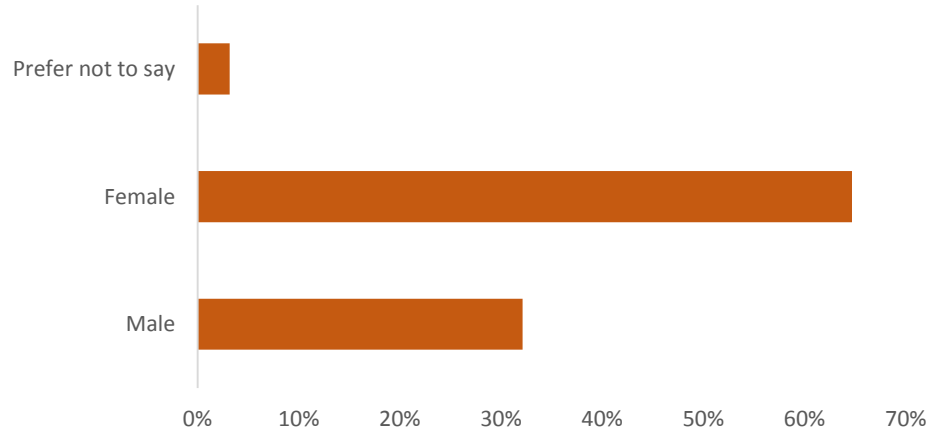


AREA 4 Survey Responses

Area 4 had a total number of 267 responses via online and paper surveys. The collated responses are:

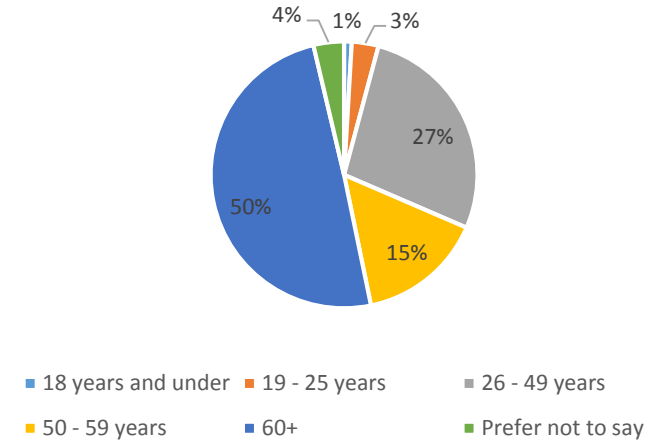
Gender

252 answered / 15 skipped



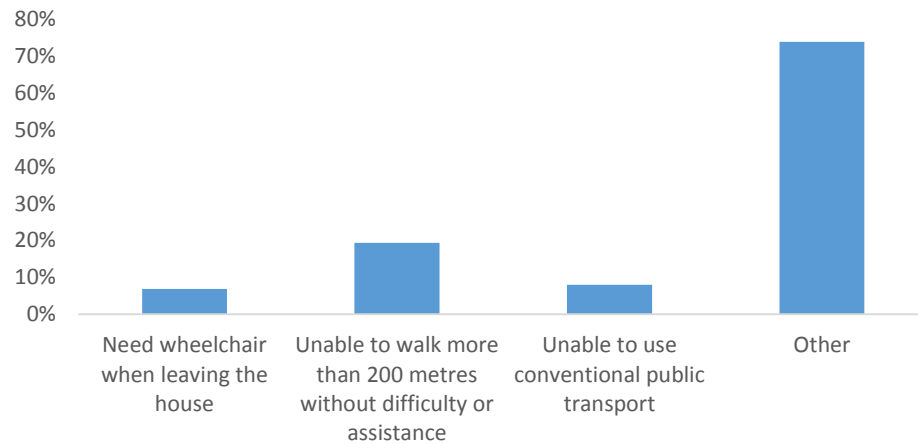
Age Distribution

216 answered / 51 skipped



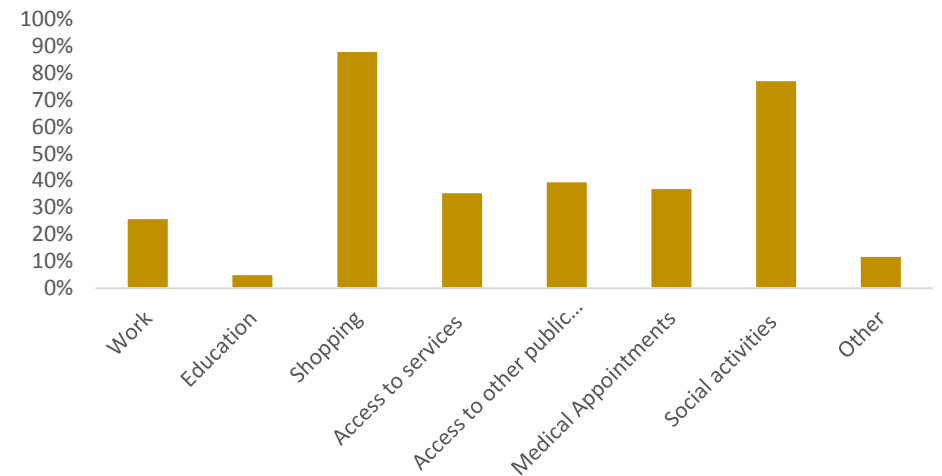
Mobility Issues

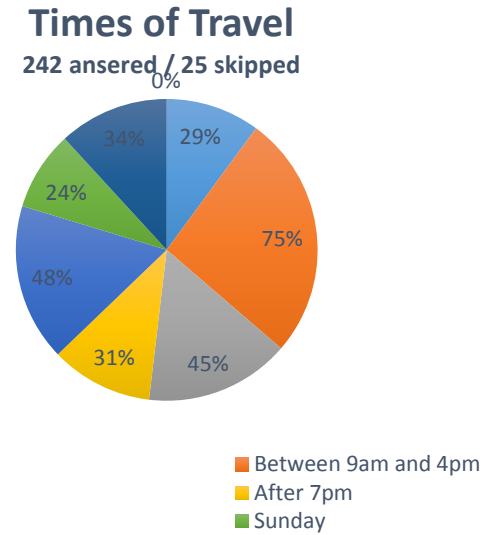
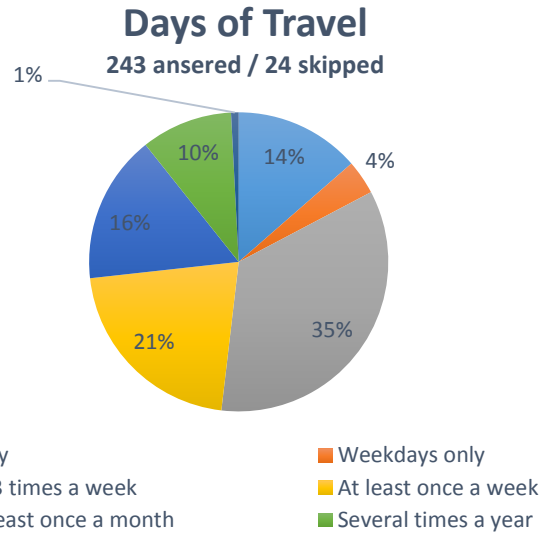
88 answered / 179 skipped



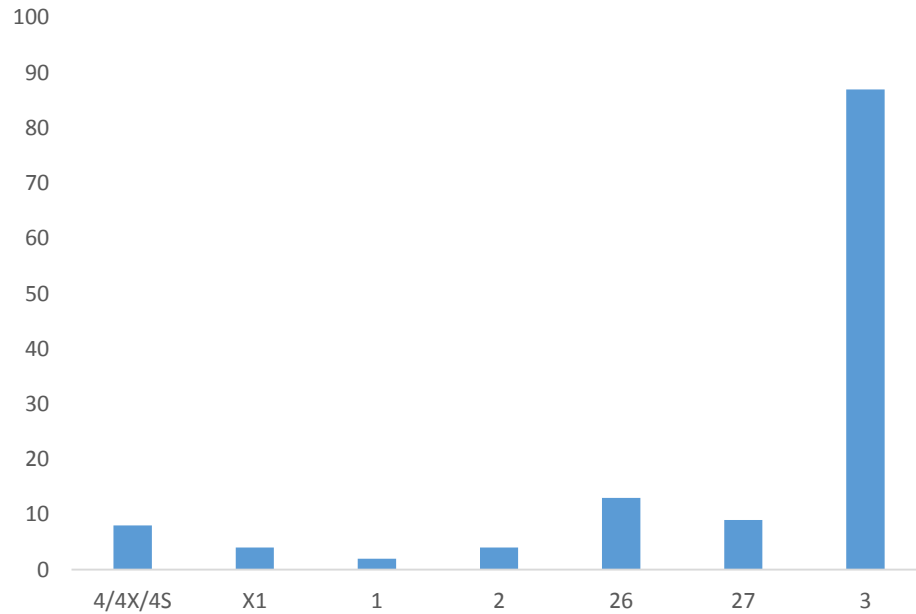
Purpose of Travel

250 answered / 17 skipped

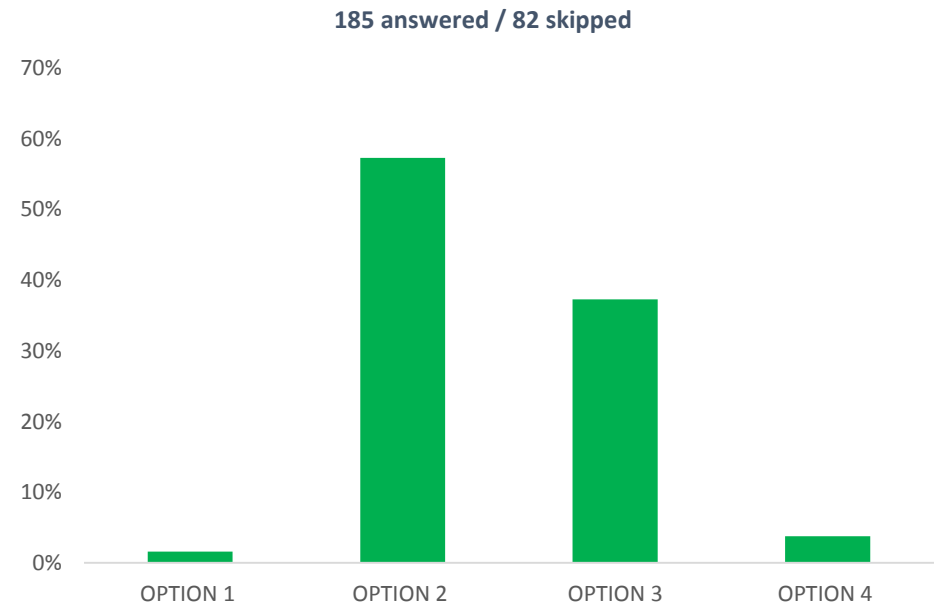




Bus Services Used



Preferred Travel Option



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Appendix 5: Aspiration for Core Network Services

Core Network	Days	Hours	Frequency
Rhyl - Prestatyn - Holywell	Monday – Saturday Sunday	5am – 7pm 7pm – 10pm 9am – 6pm	Half Hourly 2 Hourly 2 Hourly
Holywell - Flint - DIP - Connahs Quay - Chester	Monday – Saturday Sunday	5am – 7pm 7pm – 10pm 9am – 6pm	15 Minutes Hourly Hourly
Mold - Flint - Holywell	Monday – Saturday	7am – 6pm	Hourly
Mold-Buckley-Chester	Monday – Saturday Sunday	7am – 6pm 6pm – 10pm 9am – 6pm	Half Hourly Hourly Hourly
Mold - Denbigh	Monday – Saturday	7am – 6pm	2 Hourly
Mold - Buckley - Wrexham	Monday – Saturday Sunday	7am – 6pm 9am – 6pm	Hourly 2 Hourly
Mold - Ruthin	Monday – Saturday	7am – 6pm	2 Hourly
Buckley - Deeside	Monday – Saturday	5am – 7pm 7pm-10pm	Hourly 2 Hourly
DIP	Monday – Saturday Sunday	5am – 11pm 5am – 6pm	Half Hourly Hourly

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APPENDIX 6: Local Transport Arrangement Draft Routes:

The commercial bus network within Flintshire is primarily concentrated in urban areas where service patronage is high. In rural areas the financial viability of services is low and the commercial network is insufficient, so local authorities provide local bus services to fill any gaps in the network through stand alone contracts of providing support to commercial routes to expand their services. Figure 1 details the extent of the current commercial bus network, clearly highlighting areas that would not be serviced if the Authority did not provide



Fig. 1 – Commercial bus network

Proposed changes to the supported bus network

As an outcome to the consultation option three of supporting the core bus network and introducing local travel arrangements was the preferred option. The following are proposals on the subsidised bus network to accommodate these arrangements.

Subsidised services along the core network (Appendix 1) will be maintained as these are strategic corridors for connecting communities to key hubs and for linking to ongoing journeys out of the authority for purposes of employment, health social needs etc.

Core Network

Contracted bus services which operate along the core network and are to be retained:

Service 1/X1/2 – Mold to Ruthin

Service 14 – Mold to Denbigh

Service 5/5A – Mold –Buckley – Queensferry – Deeside Industrial Park

Service D1, D2, D3 – Flint – Connahs Quay – Deeside Industrial Park

Diminimis support to be retained for commercial services **3, 4/4A, X4, 28, 11 & 18** to support areas / times on the core network that commercial services do not operate.

Non-Core Network

Contracted bus services off the core network that are to be withdrawn in favour of implementing local travel arrangements are:

Service 14A - Pen-Y-Maes – Holywell – Carmel – Gorsedd – Caerwys

Service 14C - Pen-y-Maes – Holywell – Carmel – Gorsedd – Cilcain – Mold

Service – 22/22A - Holway-Holywell-Brynford-Holywell-Pen-y-Maes

Service 23 - Greenfield – Holywell – Brynford – Holywell Community Hospital

Service 21A/B - Buckley Local Service

Service 8 - Sealand Manor – Queensferry – Shotton – Northop Hall – Northop – Mold

Service 9/X9 - Mold – Northop Hall-C'Quay – Q'Ferry – Chester/Wrexham (via Higher Kinnerton/Hope)

Service 40 - Mold – Nercwys – treuddyn – Llanfynydd – Ffrith – Cymau – Abermorddu – Wrexham

Service 63 - Higher Kinnerton – Hope – Caergwrle – Treuddyn – Nercwys - Mold

Diminimis support for commercial services off the core to be withdrawn:

Service 11 - support for 06.00 & 08.25 service (Monday to Saturday) and Services 19:27 & 21:50 Mold to Chester and 20:45 & 23:00 Chester to Mold

Service 126 - Support to operate service (school transport support not affected)

Service 12 - Support to serve Mancot and Sandycroft villages

Service 6/6A - Contracted service for early morning and late afternoon journeys Mold – Pantymwyn

Proposed New Routes

Commitment has been given to provide a service to all areas that currently benefit from a subsidised bus route and have no alternative service provision. Gaps within the network, presented during the public consultation, have been considered and included.

Proposed Local Travel Arrangement Route structure

Include Cilcain on contracted **Service 14** and improve links to Nannerch– Mold - Denbigh

Holywell – Brynford – Ysceifiog - Lixwm

Holywell – Holway – Carmel – Gorsedd – Caerwys

Greenfield – Bagillt (boot end) – Pen-y-Maes – Holywell (inc Hospital)

Buckley – Circular route - Drury – Penyffordd (Vounog Hill)- Broughton

Northop - Northop Hall – Ewloe – Connahs Quay (inc. Wepre lane/Wepre park//Llwyni Drive/Mold Road)

Sealand Manor – Queensferry – Mancot – Sandycroft – Saltney Ferry – Bretton - Broughton.

Mold – Nercwys – Treuddyn – Llanfynydd – Ffrith – Cymau – Cefy-y-Bedd - Abermorddu – Caergwrle – Higher Kinnerton – Broughton

School Transport Routes to be provided by in house Service

Four School transport routes have been identified to be incorporated into the local travel arrangement routes. These are:

Holywell – Rhewl, Mostyn, Lloc, Whitford to Ysgol Gwenffrwd/St Winefrides, Holywell

Afon Wen – Caerwys to Ysgol Glan Clwyd, St Asaph

Garden City – Queensferry to Queensferry Community Primary / Venerable Edward Morgan Primary

Cymau – Penyffordd to Castell Alun, Hope.

Commercial Network

Should any commercial service change then local travel arrangements can be adapted to accommodate loss / change in the network.

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APPENDIX 7: Core Network and Local Travel Arrangement Draft Implementation Plan

Subsidised Services to Remain

Service	Type of Service	Route	Route supported by FCC	Status	Justification
1 /X1/2	Contracted to Denbighshire County Council	Ruthin-Cadole-Gwernymynydd-Mold-Chester	Flintshire element of service	To remain	On Core Network
3	Commercial service with diminimis support form FCC	Mold-Buckley-Penyffordd-Broughton-Chester	Support to serve Penyffordd and Broughton Village	To remain but be reviewed for efficiency	On Core Network
4/4A	Commercial service with diminimis support from FCC	Mold-Buckley-Hawarden-Saltney-Chester	Support to serve Hawarden and Broughton Village	To remain but be reviewed for efficiency	On core network
X4	Commercial service with diminimis support from FCC	Mold-Buckley-Ewloe-Hawarden-Broughton-Chester	Support to serve Ewloe village	To remain but be reviewed for efficiency	On core network
28	Commercial service with diminimis support from FCC	Flint – Mold – Buckley – Penyffordd – Hope - Wrexham	Operation of services – Mold-Wrexham & Flint to Mold	To remain	On core network
Deeside Shuttle	Contracted by Flintshire County Council	Flint – C’Quay-Shotton-Q’Ferry-DIP	Fully supported route	To remain with timetable changes	On core network
5/5A	Contracted by Flintshire County Council	Mold-Buckley-Ewloe-Q’ferry-DIP-Ellesmere Port	Fully supported route	To remain	On core network
14	Contracted by Flintshire County Council	Mold-Rhydymwyn-Nannerch-Caerwys-Denbigh	Fully supported route	To remain	On core network
18	Commercial service with diminimis support from FCC	Flint – Bagillt-Holywell-Grenfield-Mostyn-Pen-y-ffordd-Gwespyr-Talacre-Rhyl	Support to serve Pen-y-Ffordd village and Flint	To remain	On core network
11	Commercial service with contracted support from FCC	Rhyl-Prestatyn-Holywell-Flint-C’Quay-Q’Ferry-Broughton-Chester	Support for evening journeys on Rhyl-Holywell-Chester corridor	To remain	On core network

Phase 1 Implementation (October 2018)

Service	Type of Service	Route	Route supported by FCC	Action	Justification
11	Commercial service with diminimis support from FCC	Holywell-Prestatyn-Rhyl	Diminimis support for 06.00 & 08.25 service	Support to be withdrawn	Commercial service provided
126	Commercial service with diminimis support from FCC	Holywell – Milwr – Pentre Halkyn – Rhosesmore - Mold	Diminimis support to operate service	Support to be withdrawn (school transport for eligible pupils unaffected)	Commercial service provided / Off core network
14A	Contracted by Flintshire County Council	Pen-Y-Maes – Holywell – Carmel – Gorsedd - Caerwys	Fully supported route	Withdraw service and introduce local travel arrangements	Off Core network
14C	Contracted by Flintshire County Council	Pen-y-Maes – Holywell – Carmel – Gorsedd – Cilcain - Mold	Fully supported route	Withdraw service and introduce local travel arrangements	Off Core network
22,22A	Contracted by Flintshire County Council	Holway-Holywell-Brynford-Holywell-Pen-y-Maes	Fully supported route	Withdraw service and introduce local travel arrangements	Off Core network
23	Contracted by Flintshire County Council	Greenfield – Holywell – Brynford – Holywell Community Hospital	Fully supported route	Withdraw service and introduce local travel arrangements	Off Core network
23/B	Contracted by Flintshire County Council	Buckley Local Service	Fully supported route	Withdraw service and introduce local travel arrangements	Off Core network

Page 50

Phase 2 Implementation (January 2019)

Service	Type of Service	Route	Route supported by FCC	Action	Justification
12	Commercial service with diminimis support from FCC	C'Quay – Shotton – Deeside Hospital – Q'ferry – Mancot – Sandycroft - Broughton	Support to serve Mancot and Sandycroft villages	Withdraw support and introduce local travel arrangements for Mancot and Sandycroft.	Off Core network
8	Contracted by Flintshire County Council	Sealand Manor – Queensferry – Shotton – Northop Hall – Northop - Mold	Fully supported route	Withdraw service and introduce local travel arrangements	Off Core network
9/X9	Contracted by Flintshire County Council	Mold – Northop Hall-C'Quay – Q'Ferry – Chester/Wrexham (via Higher Kinnerton/Hope)	Fully supported route	Withdraw service and introduce local travel arrangements	Off Core network

Phase 2 Implementation – School Transport Arrangements (January 2019)

Service	Type of Service	Route	Route supported by FCC	Action	Justification
109 (duplicate school bus)	Contracted by Flintshire County Council	Connahs Quay – Northop – Mold campus	Duplicate service bus due to non-eligible children travelling to Mold campus	Introduce dedicated school bus with concessionary passes	Not closest school
5/5A (Duplicate school bus)	Contracted by Flintshire County Council	Queensferry – Buckley Elfed – Mold Campus	Duplicate service bus due to non-eligible children travelling to Mold campus	Introduce dedicated school bus with concessionary passes	Not closest school
Z125	Contracted by Flintshire County Council	Holywell – Mold Campus	Duplicate service bus due to non-eligible children travelling to Mold campus	Introduce dedicated school bus with concessionary passes	Not closest school

Phase 3 Implementation – Services to Withdraw (April 2019)

Service	Type of Service	Route	Route supported by FCC	Action	Justification
505	Contracted by Flintshire County Council	Mold – Nercwys – treuddyn – Llanfynydd – Ffrith – Cymau – Abermorddu - Wrexham	Fully supported route	Withdraw service and introduce local travel arrangements	Off core network
53	Contracted by Flintshire County Council	Higher Kinnerton – Hope – Caergwrle – Treuddyn – Nercwys - Mold	Fully supported route	Withdraw service and introduce local travel arrangements	Off core network
6/6A	Commercial service with diminimis support from FCC	Mold – Gwernymynydd – Cadole – Gwernaffield - Pantymwyn	Contracted service for early morning and late afternoon journeys Mold - Pantymwyn	To retain school transport supported routes only (08:15 & 15:45 journeys).	Off core network
11	Commercial service with contracted support from FCC	Mold – Flint – C’Quay – Q’Ferry - Chester	Services 19:27 & 21:50 Mold to Chester and 20:45 & 23:00 Chester to Mold	Contracted element of service (19:27 & 21:50 Mold to Chester and 20:45 & 23:00 Chester to Mold) to be withdrawn.	On core network but after agreed supported hours (core network aspirations).

- Diminimis support – provision to enhance a commercial bus route to service an area not covered en-route. Typically a small village or housing estate.

Activity	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	March 2019	April 2019
Phase 1										
Scrutiny and Cabinet										
Meeting with bus operators on impact of review										
Contract termination notification to current Operators (2 months)										
Registration of new routes with Traffic Commissioner (58 days' notice)										
Public Engagement/Notification										
Implement new travel arrangement										
Phase 2										
Contract termination notification to current Operators (2 months)										
Registration of new routes with Traffic Commissioner (58 days' notice)										
Public Engagement/Notification										
Implement new travel arrangement										
Phase 3										
Contract termination notification to current Operators (2 months)										
Registration of new routes with Traffic Commissioner (58 days' notice)										
Public Engagement/Notification										
Implement new travel arrangement										

APPENDIX 8: Core Network and Local Travel Arrangement Draft Communication Plan

Activity	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	March 2019	April 2019
Phase 1									
Members in effected wards									
Town / Community Council in effected wards									
Web site / social media / Connect Centre information									
Public Engagement event (drop in sessions)									
Notification at bus shelters/stops									
Notification on bus services affected									
Press release									
Implement new travel arrangement									

Activity	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	March 2019	April 2019
Phase 2									
Consultation with school / pupils (on school transport issues)									
Members in effected wards									
Town / Community Council in effected wards									
Web site / social media / Connect Centre information									
Public Engagement event (drop in sessions)									
Notification at bus shelters/stops									
Notification on bus services affected									
Press release									
Implement new travel arrangement									

Activity	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	March 2019	April 2019
Phase 3									
Members in effected wards									
Town / Community Council in effected wards									
Web site / social media / Connect Centre information									
Public Engagement event (drop in sessions)									
Notification at bus shelters/stops									
Notification on bus services affected									
Press release									
Implement new travel arrangement									

APPENDIX 9 – Cost Benefit Analysis – Local Bus Service

Requirement: Provision of 16 seat capacity minibus with wheelchair accessibility
Required distance: Approx. 150 miles per day
Operation: 6 days per week

Purchase of 4 16 seat capacity minibus (2 x Mercedes Sprinter and 2 x Peugeot Boxer) has been undertaken with funding provided by Welsh Government to Flintshire County Council, July 2018.

Local Bus Service Provision

Daily cost of operating in-house Local Bus Service: **£182.95**

Daily cost of Service provided by external contractor utilising own vehicle: **From £225**

In house provision: £57,080 per annum

Contract: £70,200 per annum

Potential annual saving per vehicle: £13,120

School Transport Provision

Provision of contracted school transport services – high cost route **£100-140 / day**

Provision of school transport route can be operated within local bus service provision.

Cost saving potential: **£ 19K - £26K per route / per annum**

Provision of an Integrated in-house Transport Service

Total potential saving utilising in-house service per vehicle: **£32,000 - £39,120 per annum.**

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Appendix 10: School Transport – Historical Anomalies

Route Details and Issues	Option to Manage Arrangement	Significant Implications / Impact / Efficiency
<p>Breakfast Clubs – Double running / separate journeys to Ysgol Pencoch, Flint</p> <ul style="list-style-type: none"> • Approx. 30 eligible pupils with special educational needs (SEN) transported • Transport is normally only provided at school start and finish times • Over the years, additional transport has been provided for pupils attending breakfast club at Ysgol Pencoch in Flint over and above the existing Policy • This has resulted in some routes double-running and some pupils requiring separate journeys and therefore additional costs. 	<ul style="list-style-type: none"> • Apply policy for all new starters from September 2018 (academic year 2018-2019) i.e. when exercising functions under the Learner Travel Measure the local authority is not required to take account of extra-curricular activities, breakfast or after-school clubs when assessing learner travel needs. • Retain service for pupils currently transported, but phase out service as pupils leave school: 	<ul style="list-style-type: none"> • Budget implications if continued <p>Current Cost:</p> <p>Saving: 2019/20: £0 2020/21: £0 2021/22: £16,454.00 2022/23: £18,411.00</p> <p>Total estimated saving by 2023: £34,865.00</p>
<p>S12 bus service (P&O Lloyd) to Connah’s Quay H.S.</p> <ul style="list-style-type: none"> • Provision of a public service registered double-decker to transport approx. 75 pupils from Llwyni Drive / Wepre to Connah’s Quay High School on school days only. • None of the pupils transported are eligible for free home to school transport and pupils are attending their nearest appropriate school and are within a safe walking distance of the school. • There is nothing on record to demonstrate how this service has come about, but the service has been provided for approx. 12 years 	<p>Undertake consultation on future provision of service with pupils and school to understand the demand and consider the following options:</p> <p>Option 1)</p> <ul style="list-style-type: none"> • Withdraw the service completely from 1st April 2019 <p>Option 2)</p> <ul style="list-style-type: none"> • Raise fares to cover full operating costs 	<ul style="list-style-type: none"> • Budget implications if continued • Increase in number of pupils walking to school or congestion at the school i.e. adequate footpath capacity / parent drop-off facilities <p>Option 1 Current Cost: £31,350 per annum Saving: £31,350 per annum</p> <p>Option 2 Current Cost: £31,350 per annum Expected residual cost for transporting eligible children only: £0K – no eligible children travelling Saving: Dependent on take-up of new fare structure</p>
<p>School journeys on the 9/X9 bus service (Stagecoach) from Shotton, Connah’s Quay to Mold Campus</p> <ul style="list-style-type: none"> • The public service bus operates under contract to FCC. • The service carries fare paying passengers as well as pupils. • In September 2017, the journeys at the school times have been oversubscribed with double the number of anticipated pupils travelling on the service and FCC had no option but to pay for 	<ul style="list-style-type: none"> • Provide dedicated school buses for eligible pupils (will require notice to existing operator, Traffic Commissioner and re-procurement). • Implementation from 1st January 2019 • Sell concessionary spare seats (on application) on the school buses to non-eligible pupils who were 	<ul style="list-style-type: none"> • Budget implications if continued • 9/X9 may be withdrawn under the subsidised bus network review process • Siblings may not be eligible for transport to the same school. • Information to be presented in school prospectus to inform

<p>additional capacity to be provided on safety grounds (i.e. an extra bus).</p> <ul style="list-style-type: none"> • There are approx. 70 non-eligible pupils travelling on the school journeys, who pay a fare and do not attend their nearest appropriate school. • There are 21 eligible pupils travelling on the service, who qualify under the Council's Welsh Medium and post-16 eligibility criteria 	<p>enrolled at either Mold Alun or Ysgol Maes Garmon up to and including September 2017.</p> <ul style="list-style-type: none"> • Phase out service over 5 year period • Undertake consultation from 1st September 2018 to inform pupils / parents of intended withdrawal of the service. • Undertake consultation with Mold Alun High School from September 2018 (minimum 2 months' notice) 	<p>Current Cost: £52,250 per annum</p> <p>Expected residual cost for transporting eligible children only: £35K per annum</p> <p>Saving: Dependent on take-up of concessionary spare seats once implemented</p>
<p>School journeys on the SP1/SP2 bus service (Stagecoach) from Garden City, Queensferry to Buckley Elfed High School and Mold Campus</p> <ul style="list-style-type: none"> • The public service bus operates under contract to FCC. • The service carries fare paying passengers as well as pupils. • In September 2017, the journeys at the school times have been oversubscribed with double the number of anticipated pupils travelling on the service and FCC had no option but to pay for additional capacity to be provided on safety grounds (i.e. an extra bus). • There are approx. 70 non-eligible pupils travelling on the school journeys, who pay a fare and do not attend their nearest appropriate school. • There are 15 eligible pupils travelling on the service, who qualify under the Council's Welsh Medium and post-16 eligibility criteria 	<ul style="list-style-type: none"> • Provide dedicated school buses for eligible pupils (will require notice to existing operator, Traffic Commissioner and re-procurement). • Implementation from 1st January 2019 • Sell concessionary spare seats (on application) on the school buses to non-eligible pupils who were enrolled at either Mold Alun, Ysgol Maes Garmon, Buckley Elfed High School up to and including Sept 2017. • Phase out service over 5 year period • Undertake consultation from 1st September 2018 to inform pupils / parents of intended withdrawal of the service. • Undertake consultation with Buckley Elfed and Mold Alun High School - September 2018 (minimum 2 months' notice) 	<ul style="list-style-type: none"> • Budget implications if continued • Siblings may not be eligible for transport to the same school. • Information to be presented in school prospectus to inform <p>Current Cost: £52,250 per annum</p> <p>Expected residual cost for transporting eligible children only: £30K per annum</p> <p>Saving: Dependent on take-up of concessionary spare seats once implemented</p>
<p>Z125 (P&O Lloyd) school/service bus from Greenfield, Holywell, Halkyn (Windmill) and Rhosesmor to Mold Campus.</p> <ul style="list-style-type: none"> • The public service registered bus operates under contract to FCC. • The service carries fare paying passengers as well as pupils, but is not widely advertised to the general public • There are approx. 50 non-eligible pupils travelling on the school journeys, who pay a fare and do not attend their nearest appropriate school. • There are 20 eligible pupils travelling on the service, who qualify under the Council's Welsh Medium and post-16 eligibility criteria 	<ul style="list-style-type: none"> • Provide dedicated school buses for eligible pupils (will require notice to existing operator, Traffic Commissioner and re-procurement). • Implementation from 1st January 2019 • Sell concessionary spare seats (on application) on the school bus to non-eligible pupils who were enrolled up to and including Sept 2017. • Phase out service over 5 year period • Undertake consultation from 1st September 2018 to inform pupils / parents of intended withdrawal of the service. • Undertake consultation with Mold Alun High school - September 2018 (minimum 2 months' notice) 	<ul style="list-style-type: none"> • Budget implications if continued • Increase in number of pupils walking to school or congestion at the school i.e. adequate footpath capacity / parent drop-off facilities • Siblings may not be eligible for transport to the same school. • Information to be presented in school prospectus to inform <p>Current Cost: £43,975 per annum</p> <p>Expected residual cost for transporting eligible children only: £30K per annum</p> <p>Saving: Dependent on take-up of concessionary spare seats once implemented</p>

<p>Transport provision for students to attend FUSE Drama Group at Theatre Clwyd, Mold (evenings only)</p> <ul style="list-style-type: none"> • Transport service is for approx. 8 students to attend weekly evening workshops for children and young adults with additional needs. • There is no record of how this arrangement has come about historically, but it appears to have been operating for a number of years (i.e. 6+ years). • The transport service is discretionary and does not form part of the Home to School transport provision. 	<ul style="list-style-type: none"> • Withdraw the service on 1st February 2019 • Look to include the current students on a future local transport arrangement service. • Undertake consultation with workshop to notify attendees that the service will stop on September 2018 	<ul style="list-style-type: none"> • Budget implications if continued <p>Current cost: £2K per annum</p> <p>Saving: £2K</p>
<p>Historical anomalies where transport has been granted on a discretionary basis to pupils who are not attending their nearest appropriate school.</p> <ol style="list-style-type: none"> Leeswood to Castell Alun H.S. when nearest school is Mold Alun High School Bagillt to Flint High School when nearest school to Holywell High School Treuddyn to Ysgol Parc y Llan when nearest school is Ysgol Derwenfa, Leeswood Penyffordd & Penymynydd to Castell Alun H.S. when nearest school is Buckley Elfed High School Northop Hall to Hawarden High school when nearest school is Connah's Quay High School. <p>The above list is not exhaustive and there may be others</p>	<ul style="list-style-type: none"> • Apply transport policy on a phased approach for all new starters and only provide home to school transport to nearest appropriate school • Implementation from September 2018 (outcome letters are being sent to parents over the summer period June-August 2018) • Honour those pupils currently travelling. 	<ul style="list-style-type: none"> • Budget implications • Some pupils may still qualify for free school transport to their nearest appropriate school and therefore there would be no budget saving for withdrawal of the discretionary transport and application of the policy in all cases • If a phased approach introduced, there may be siblings who may qualify and some who do not resulting in a 2-tiered approach <p>Saving: None identified</p>

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Finance Ref no. Subsidised Bus Network Review

Equality and Welsh Language Impact Assessment

Summary

1. Name of Proposal/policy: **Subsidised Bus Network Review 2018**

2. Portfolio/Section: **Streetscene and Transportation**

3. Lead Officer: **Ruth Cartwright**

4. Main Aims/purposes/outcomes of the policy: **To provide an affordable, sustainable and equitable bus network supplementing the commercial and enhancing the commercial network currently established**

5. Have employees/ service users/public been engaged/consulted on proposed changes:

YES – Public consultation via questionnaires (paper / survey monkey). Consultation with Town / Community councils, elected members, AMs, MPs

Attendance at town / community council meetings

Public drop in events

Attendance at community groups

All members' workshops

Discussion with protected groups

Commercial bus operators

Neighbouring authorities

On bus passenger monitoring

6. What is being done to limit any negative impact or promote positive impact on Welsh language and/or protected groups (See section 2):

All changes within the bus network will be widely advertised and communication will be clear for public. Help from elected members and town/community councils will be sought to help engage with communities and promote new services.

All communities who currently benefit from a council supported bus service will continue to be served, albeit with the potential of a reduced service which will require individuals to adjust their travel habits.

The potential of a council run bus service will allow for better communication via the medium of Welsh to passengers

7. How will the proposals help promote equality, eliminate discrimination and promote good relations:

The proposed new service will allow for all areas of Flintshire to benefit from a local bus service where demand can be demonstrated. Areas currently not benefiting from a service can be incorporated into the new proposals ensuring that all communities have the benefit of public transport.

When there is withdrawal or change in the commercial bus network, Flintshire will be in a position to assist by adapting its service to accommodate gaps in the bus network. This allows public transport to be equitable to all.

All vehicles to be used will comply with Disability Discrimination Act legislation.

The use of a Flintshire bus service will allow for a personal service and assist with promoting any Council message and ensure that all communications are Welsh Language act compliant.

8. Is there an action plan in place?

YES – a phased approach to changes to current bus services is planned to ensure that the change is manageable. The changes will take place over a six month period with ongoing monitoring of new services once established. Adaptations can then be made, if needed.

A full communication plan will be in place for each phase.

Name: **Ruth Cartwright**

Signature:

Job Title: **Programme Manager**

Equality and Welsh Language Impact Assessment Template

The aim of an equality and Welsh impact assessment (E & WLIA) is to ensure that policies help to promote equality and Welsh language. The E & WLIA contributes to effective policy making by providing an opportunity to minimise risk and maximise the benefits of a policy, therefore ensuring we have the best possible policy in place. It also helps us to meet our requirements under the general equality duties of the Equality Act 2010 and Welsh Language Act 1993. **Throughout this document we use the word ‘policy’ to refer to what we are assessing. In this context, the term includes the different things that we do, including strategies, functions, procedures, practices, decisions, initiatives and projects.**

All E & WLIAs should consider the potential impact of policies in respect of all areas of equality and Welsh language including human rights and socio economic issues. When carrying out an assessment you should consider negative and positive consequences of your proposals. Our approach to E & WLIAs will help us to strengthen our work to promote equality and Welsh language. It will also help to identify and address any potential discriminatory effects before introducing a policy and reduce the risk of potential legal challenges. When carrying out an E & WLIA you should consider both the negative and positive consequences of your proposals

If a project is designed for a specific group, you also need to think about what potential effects it could have on other areas of equality. Further advice, guidance and training is available and should be used when conducting E & WLIAs.

1. Data Collection and Evidence

<p>What evidence e.g. data, research , results of engagement and consultation have you used to consider how this policy might affect:-</p> <ul style="list-style-type: none"> i) people with protected characteristics ii) opportunities for individuals/communities to use the Welsh language <p>Please link to any relevant documents. Describe who you engaged with and the results? (It is a statutory requirement to engage with people with protected characteristics).</p>	<p>Consultation with the wider public, elected members, town/community council, AMs/MPs. Feedback was sought on the proposals and options provided for consideration.</p> <p>Information on current and required travel habits was sought to understand demand (including feedback on issues with mobility).</p> <p>Consultation with representative groups from those with protected characteristics has taken place to discuss proposals and feedback gleaned.</p> <p>Consultation with community groups was undertaken (older peoples groups / younger peoples groups / business forums/job centre Plus)</p>
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	<p>Consultation with local bus operators and neighbouring authorities has been undertaken as transport requirements are not contained within the border of Flintshire.</p> <p>Undertaking an in-house bus service will allow for all services to be provided with bilingual information and allow for the service to be provided through the medium of Welsh where required (back office support / driver training)</p>
<p>What additional research, data or consultation is required to fill any gaps in understanding the effects of the policy?</p>	<p>Working with business forums to understand employee travel demand (shift start/end times)</p> <p>Understanding future development plans that require transport links.</p> <p>Welsh Government proposals of an integrated transport network</p>

2 Assessment of impact and strengthening policy

This section asks you to assess the impact of the policy on each of the protected groups and the Welsh language.

Using the information available, identify the effects on this policy on the following groups

<p>Please indicate impact</p>

	+ive impact Y/N	-ive impact Y/N	No impact Y/N	How is the group affected and what is the evidence?	How could you limit the negative impact	How can you promote positive impact ¹
Age <i>(across the whole age spectrum)</i>		Y		<p>Older persons may rely more heavily on public transport with lack of access to personal transport</p> <p>Those with concessionary travel passes (60+) would have to pay for alternative transport if service not provided leading to financial pressure.</p> <p>Older persons rely on transport for social and health needs.</p>	<p>Ensure that there continues to be a service provided if currently in operation, however it may be reduced in frequency.</p> <p>Ensure that there continues to be a service provided if currently in operation, however it may be reduced in frequency.</p> <p>Ensure that services operate during the daytime to allow</p>	<p>The provision of an in-house service will improve reliability and create a personable service to improve confidence of passengers</p> <p>The provision of an in-house service will improve reliability and create a personable service to improve confidence of passengers</p> <p>Provision of FCC dial a ride service for access to</p>

¹ What measures does the policy include to help promote equality and Welsh language, eliminate discrimination and promote good relations?

				<p>Providing a local bus service which links to commercial / cross boundary service may increase the travel time for passengers making the service uncomfortable</p> <p>Younger persons may not have access to personal transport due</p>	<p>access to services.</p> <p>Ensure that service time link together and where possible end at the travellers required destination (main shopping centre / health centre)</p> <p>Ensure that areas not currently served by public transport is considered to ensure that access to employment or social hubs is provided.</p>	<p>medical services if no access to public transport.</p> <p>The provision of an in-house service will improve reliability and create a personable service to improve confidence of passengers</p> <p>Promote services through younger persons groups.</p>
Disability		Y		<p>Persons with disability may rely more heavily on public transport with lack of access to personal transport</p>	<p>Ensure that there continues to be a service provided if currently in operation, however it may be reduced in frequency.</p>	<p>The provision of an in-house service will improve reliability and create a personable service to improve confidence of</p>

				<p>Those with concessionary travel passes (disability) would have to pay for alternative transport if service not provided leading to financial pressure.</p> <p>Providing a local bus service which links to commercial / cross boundary service may increase the travel time for passengers making the service uncomfortable</p>	<p>Ensure that there continues to be a service provided if currently in operation, however it may be reduced in frequency.</p> <p>Ensure that service time link together and where possible end at the travellers required destination (main shopping centre / health centre)</p>	<p>passengers with all vehicles being DDA compliant</p> <p>The provision of an in-house service will improve reliability and create a personable service to improve confidence of passengers with all vehicles being DDA compliant</p> <p>The provision of an in-house service will improve reliability and create a personable service to improve confidence of passengers</p>
Gender Reassignment (GR)			Y	There is no expected detrimental impact		

	+ive impac t Y/N	-ive impact Y/N	No impact Y/N	How is the group affected and what is the evidence?	How could you limit the negative impact	How can you promote positive impact*
Marriage and civil partnership (M&CP)			Y	There is no expected detrimental impact		
Pregnancy and maternity (P&M)		Y		The reduction in bus service provision may limit access to medical support (doctors / hospitals)	FCC provision of a dial a ride service for medical appointments. (A subsidised taxi service for medical needs)	Quality alternative service bookable via FCC support staff.
Race			Y	There is no expected detrimental impact		
Religion / Belief			Y	There is no expected detrimental impact		

	+ive impact Y/N	-ive impact Y/N	No impact Y/N	How is the group affected and what is the evidence?	How could you limit the negative impact	How can you promote positive impact*
Sex (<i>Men, women, boys ,girls</i>)			Y	There is no expected detrimental impact		
Sexual Orientation (SO)			Y	There is no expected detrimental impact		
Welsh Language	Y			The provision of an FCC in-house service will provide a full bilingual service (on bus signage / notifications) (Welsh speaking back office support / drives training programme to communicate in Welsh)	Ensure employees trained to basic communications through medium of Welsh	Provide all communications through medium of Welsh
Other (<i>additional impacts such human rights, poverty, people living in rural areas)</i>)		Y		POVETY – Loss of a local bus service will impact those on low income (reliant of taxis)	Ensure that there continues to be a service provided if currently in operation, however it may be reduced in frequency. Ensure areas not currently served does have a service is demand is	The provision of an in-house service will improve reliability and create a personable service to improve confidence of passengers

				<p>RURAL COMMUNITIES – Majority of subsidies bus services operate in rural areas as the services are not commercially viable. Loss of these services will leave individuals isolated</p>	<p>demonstrated.</p> <p>Bus fares will remain affordable and comparable to other local bus services</p> <p>Ensure that there continues to be a service provided if currently in operation, however it may be reduced in frequency. Ensure areas not currently served does have a service is demand is demonstrated</p>	<p>Communicate bus service provision to all in rural communities so that services are well used and sustainable.</p>
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<p>If no action is taken to remove or mitigate/negative./adverse impact please justify why</p>	<p>Usage levels of all bus services will be monitored once established. Where demand changes / increases / decreases bus services will be adapted to need.</p> <p>Fare prices will be monitored to ensure affordability and comparable to commercial operators</p>
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3. Procurement

<p>Is this policy due to be carried out wholly or partly by contractors? If yes, please set out what steps you will take to build into all stages of the procurement process the requirement to consider the equality duties and Welsh language Act.</p> <p>You will need to think about:</p> <ul style="list-style-type: none"> • tendering and specifications • awards process • contract clauses • performance measures, and monitoring and performance measures. 	<p>Majority of local bus service will be undertaken by in-house team providing a more cost effective service in comparison to tendered services via local bus operators.</p> <p>Where needed some services may require tendering and all will be done in compliance with the councils corporate procurement regulations which fully consider the equality duties and Welsh Language Act</p>
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4. Monitoring, Evaluating and Reviewing

<p>How will you monitor the impact and effectiveness of the new policy?</p> <p>This could include adaptations or extensions to current monitoring systems, relevant timeframes and a commitment to carry out an E & WLIA review once the policy has been in place for one year. List details of any follow-up work that will be undertaken in relation to the policy (e.g. survey, specific monitoring process etc).</p>	<p>Ongoing monitoring of new bus services will be taken following implementation.</p> <p>Passenger figures and feedback will be reviewed and changes in the service will be accommodated if necessary.</p> <p>FCC staff travel on services to monitor passenger numbers and engage with travellers to discuss service provision.</p>
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	<p>Follow up customer satisfaction survey to be undertaken to understand success of new services</p>
<p>Give details of how the results of the impact assessment will be published, including consultation results and monitoring information if applicable.</p> <p>Summaries of the results of all impact assessments will be published on the Council's website. You could also publish them in other relevant media.</p>	<p>Impact assessment to be published on the Councils Website.</p> <p>Impact assessment presented to the councils cabinet and scrutiny committee for consideration</p>

5. Action Plan

The below provides an opportunity to state how any negative impact will be mitigated. It also allows you to list how you will tackle any gaps in the policy. Look back through steps 1 – 7 of the E & WLIA and include any identified actions in the plan below. Ensure that each action is listed with a target date and assigned to a named member of staff. **These actions should be incorporated in to Service plans.**

Action	Responsible Officer	By When	Progress
Present to Environment Overview Scrutiny committee	Ruth Cartwright	12 th July 2018	
Present to Council cabinet committee	Stephen O Jones	17 th July 2018	
Monitor passenger usage once implemented	Ruth Cartwright	October 2018 onwards	
Monitor journey times on vehicles once operational	Ruth Cartwright	October 2018 onwards	
Monitor vehicle accessibility once operational	Ruth Cartwright	October 2018 onwards	
Monitor commercial bus services to identify gaps in provision	Ruth Cartwright	October 2018 onwards	

6– Sign-Off

The final stage of the E & WLIA is to formally sign off the document as being a complete, rigorous and robust assessment

The policy has been fully assessed in relation to its potential effects on equality and all relevant concerns have been addressed.

(Once you have completed the E & WLIA sign the below and forward to the Equalities representative)

Members of the assessment Team

Name	Job Title	Organisation
Stephen O Jones	Chief Officer	FCC
Katie Wilby	Transport and Logistics Manager	FCC
Ruth cartwright	Programme Manager	FCC

Quality check: Document has been checked by:

Name:
Job title:
Service:
Date:
Signature:

Chief Officer level (sign-off)

Name:
Job title:
Portfolio:
Date:
Signature:

Please forward completed documentation to Steph Aldridge, Policy and Performance,
County Hall, Mold. stephanie.aldridge@flintshire.gov.uk

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Appendix 12

Concessionary Spare Seats – Guide / Fact Sheet

Flintshire County Council provides transport for pupils who are entitled to free travel between home and school under the current policy. To do this, coaches, minibuses and taxis are procured especially for school transport and the transport network is designed to run in the most cost-effective way to serve pupils entitled to free transport.

Any spare seats on the transport can be sold to pupils who are not entitled to free travel. These places are called Concessionary Spare Seats.

In some cases, pupils entitled to free travel are given a travel pass for use on local bus services. Concessionary Seats are not available on local bus services, but pupils not entitled to free travel from may travel on these services by paying the appropriate bus fare.

Concessionary seats are not guaranteed. They can be withdrawn (and a refund given) if the seat is later needed for a pupil entitled to a free seat. The transport network is not designed so that spare seats can be created to meet demand and transport services are reviewed regularly and services can be withdrawn if there are not enough numbers of entitled children travelling.

Parents are expected to make their own arrangements for ensuring that their child travels to and from school and need to ensure they have other plans in place if they are not able to obtain a concessionary seat or do not qualify for free school transport.

Concessionary seats on contract vehicles are limited, so if an entitled child needs that seat in the future, a child may have their seat withdrawn at short notice. Details of bus routes and times may be changed if this is necessary to meet travel needs efficiently. Seat allocations are not guaranteed, and the Council reserves the right to move pupils between vehicles or re-route vehicles in order to manage loadings.

If more families want concessionary seats than there are seats available, priority will be given to Flintshire applicants before out of County applicants and within each category, statutory school age children will be considered ahead of post 16 students. Applicants will then be prioritised according to the following criteria, in order:

- Children already in receipt of a concessionary spare seat
- Children with a brother or sister who already travel on the vehicle
- Children for whom there is no other public transport available to travel to school
- Children based on straight-line distance from their home address to the school, with priority being given to those who live furthest from the school

Applications will be considered on a first come first serve basis and when it is not possible to offer a seat on the vehicle, parents will be notified that their child's name is on a waiting list. If there is a suitable route but no space

Concessionary seats will be sold on the presumption that the child will travel 5 days each week. If there are still spare seats remaining on a vehicle once requests for seats for 5 days a week have been processed, concessionary seats may be considered for partial weeks on a discretionary basis. However, where a concessionary seat is made available for only part of the week, the concessionary seat may be withdrawn if a request is received for another child to travel 5 days a week and the parent of the existing child does not wish to increase their concessionary seat to 5 days.

In being considered for a concessionary seat, either on a 5 day a week or part week basis, parents must commit to at least half a term of travel and ad hoc changes to travel arrangements within that period will not be considered.

Regular network reviews take place that can lead to spare places being removed. When selling concessionary seats, the Council will make it clear to parents that they will be given two weeks' notice if the concession is to be withdrawn.

ALL seats are issued on 2 weeks' notice. The notice period may include weekends, bank and public holidays and school holidays. In some cases, it may not be possible to offer a spare seat until after the term has started and the Council knows the full number of eligible pupils travelling.

Payments are requested in advance and can be made annually, termly or half termly. It is intended that payments will be made either by cheque, postal order, telephone, web pay or direct debit.

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ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE

Date of Meeting	Thursday 12 th July 2018
Report Subject	Tourism Promotion and Destination Management
Cabinet Member	Cabinet Member for Economic Development; and Cabinet Member for Streetscene and Countryside
Report Author	Chief Officer (Planning, Environment and Economy)
Type of Report	Strategic

EXECUTIVE SUMMARY

This report sets out the approaches taken in Flintshire and regionally to support the visitor economy through promotional activity and managing and improving the customer experience. The report sets out the work of both the Access and Natural Environment and Tourism services as both play a significant and co-ordinated role with opportunities for greater collaborative working in the future following the recent restructure.

RECOMMENDATIONS

1	That Members discuss the current and emerging approaches to visitor promotion and destination management.
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REPORT DETAILS

1.00	EXPLAINING THE APPROACHES TO VISITOR PROMOTION AND DESTINATION MANAGEMENT
	<u>Background</u>
1.01	Although the visitor economy in Flintshire is a relatively small component of the Flintshire economy it remains an important contributor. The sector employs approximately 3,273 people and generates an estimated £252m each year from 3.7m overnight stays and 2.7m day visits. 4.7m people live within a 60 minute drive time of Flintshire giving a large potential catchment for the visitor economy.
1.02	The accommodation in the County is varied with a mix of types and sizes from small guesthouses through to larger hotels, spread across the quality range. In terms of oversight bed spaces, the accommodation base is dominated by the caravan sector located, in particular, in the north of the County.
1.03	<p>The County has a wide range of features that appeal to day visitors and to those looking to explore and experience an area; a growing market segment. These include, but are not limited to:</p> <ul style="list-style-type: none"> • Natural environment - the County is largely rural with an exceptional landscape and with areas of particular appeal including the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty, the Dee coastline and Halkyn Mountain. Particularly important destinations include Talacre and Wepre Park. Good access to these areas is vital and Flintshire has some 1,200 kilometres of public rights of way which includes national routes such as the Wales Coast Path, Pilgrims Way and Offa's Dyke and many other promoted routes which seek out the best the Flintshire countryside has to offer. • Town centres - a number of towns in the County have a high quality built environment and draw visitors from a wider catchment. Mold market is also a popular destination for visitors. Broughton Retail Park is a major retail and leisure destination in its own right. • Heritage and culture - as well as the major attraction of Theatre Clwyd the County also features a number of castles including Flint, Ewloe and Caergwrle as well as Gladstone's Library; Greenfield Valley Heritage Park, Basingwerk Abbey and the well at Holywell.
	<u>The Access and Natural Environment and Tourism Services</u>
1.04	The Access and Natural Environment Service has an important role to play in the context of tourism. The teams manage and maintain some of the best natural spaces Flintshire has to offer and enables access for people to enjoy these spaces. The Sites team has five area based rangers and three assistant rangers; the Rights of Way team has two footpath inspectors and two rights of way officers working county wide. The Countryside team produce and deliver extensive events programmes for Wepre Park, Greenfield Valley and in the wider coast and countryside areas. The Service

	also works in partnership and attracts grant aid to promote and improve Flintshire destinations and develops publicity literature and social media to enhance the visitor experience.
1.05	<p>The Council tourism service is located within the wider business development team. Although there is only a single member of staff specialising in tourism the wider team contribute as needed to supporting the sector. The key roles played by the team include:</p> <ul style="list-style-type: none"> • contributing to tourism strategy and policy development at the national, regional and local level; • promoting the County to potential visitors through regional collaborative campaigns both sides of the England/Wales border; • co-ordinating the management of key destinations in the County; • securing and managing resources for both promotion and destination management; and • supporting businesses in the visitor economy sector through advice and facilitating networking and learning.
	<u>Strategic context</u>
1.06	The strategic framework for tourism is provided by the Welsh Government Strategy for Tourism 2013-2020 “Partnership for Growth”. The Strategy sets out the following vision: “Wales will provide the warmest of welcomes, outstanding quality, excellent value for money and memorable, authentic experiences to every visitor.” Regionally, the visitor economy is identified as a priority in the development of economic growth proposals for North Wales.
1.07	<p>In 2015, Welsh Government announced an approach to promoting Wales based on a series of themed years:</p> <ul style="list-style-type: none"> • Adventure 2016 • Legends 2017 • The Sea 2018 • Discovery 2019 <p>The strategy is in response to key challenges in promoting Wales as a destination. These thematic years are:</p> <ul style="list-style-type: none"> • a long-term ambition to grow a stronger and more defined brand for tourism in Wales; • the opportunity to focus investment and innovation in tourism; and • the need to drive an increase in visitor volume and value to Wales each year.
	<u>Promoting the County</u>
1.08	The local authorities in North East Wales adopted the thematic years approach from the outset and have worked collaboratively to successfully develop a series of digital promotions including films, photography, social media and e-marketing campaigns. All campaigns seek to reach new and repeat visitors, increase awareness of the region, strengthen partnerships, challenge perceptions and build a thriving, sustainable tourism economy. The series of films are available on www.northeastwales.wales and released on social media channels at relevant times capitalising on national messages and initiatives.

1.09	The Council also raises awareness of the area through distribution of leaflets to some of the most visited sites across the North West of England introducing Flintshire Towns and Heritage Trails, Great Outdoors & Walking and Leisure Tour. A free distribution service is also available for tourism and hospitality businesses in the county.
1.10	For the first time a collaborative bid by all six local authorities in North Wales was submitted to Welsh Government to develop a North Wales winter tourism marketing campaign. The bid was well received by Welsh Government and approval granted for funds in the region of £150,000 to deliver this campaign in North Wales.
1.11	<p>The project will promote North Wales as the “number one winter destination” by having a focused marketing campaign across the whole region. The authorities want to extend the visitor season in order to make North Wales an all year round destination. They also aim to turn seasonal employment into full time employment which will have a significant economic impact on the area. The winter tourism campaign will focus on the following areas:</p> <ul style="list-style-type: none"> • Christmas • Events and festivals • Winter adventure • Food, drink and accommodation • Winter lights • Wet weather attractions
1.12	<p>A recent Welsh Government initiative; The Wales Way, is a suite of tourism routes with international appeal which launched in late 2017. The Wales Way is a family of three routes that emphasise experiences rather than simply the journey from A to B. The routes will encourage visitors to stop and visit attractions or areas along their way. The official titles for the three principal routes are:</p> <ul style="list-style-type: none"> • A55 – The North Wales Way / Ffordd Gogledd Cymru • A487 – The Coastal Way / Ffordd Arfordirol • A470 – The Cambrian Way / Ffordd Cambria
1.13	The routes will, of course, be open to personal customisation and encourage trips off the main route (e.g. 40 minutes off the main road). This is initially a 10-year programme of activity which will evolve and develop over the next decade. The Wales Way will provide the ideal backdrop of promotion for the winter campaign creating six downloadable guides. The downloadable guides will provide the sector with a better understanding of the Wales Way project to encourage the development of products that use it as a foundation.
	<u>The Destination Management Plan</u>
1.14	Destination Management is the term given to how a place is managed and equipped to be able to best deal with the needs of its visitors. Making a destination work effectively from a visitor perspective is the key to its success. Destination Management requires buy-in from the wide range of stakeholders involved in the delivery of that experience at each destination, working in partnership to make sure that there are no gaps in the provision. Destination Management is essentially about focusing on each visitor to the

	County and their needs being well catered for so that they have an outstanding experience and therefore their expectations are ultimately exceeded.
1.15	Destination Management continues to be a national priority for Welsh Government. Each local authority across North Wales has developed a Destination Management Plan that provides the platform to accessing Welsh Government funding from which Flintshire and North East Wales partners have been successful in securing over £100,000 since 2015.
1.16	The Destination Management Plan is intended as a practical action plan setting out the roles of the key partners in improving and managing the County for visitors and local people. The plan aims to increase the average length a visitor stays at an attraction, maximise opportunities for visitors to stay and spend and achieve a more effective spread of visitors across the County, in order to capitalise on additional tourism revenue within the local economy.
1.17	<p>The plan sets out five priority themes, aligned to the Welsh Government priorities for the sector.</p> <ol style="list-style-type: none"> 1) Promoting the Brand <ol style="list-style-type: none"> a. Promoting Flintshire in North West England; b. Operating a co-ordinated leaflet distribution system; c. Maintaining high quality web materials; d. Playing a full part in promoting the region. 2) Product development <ol style="list-style-type: none"> a. Improving access to the Dee coastline and encouraging the development of small scale visitor infrastructure; b. Develop key opportunity sectors for future visitor growth including group travel and business tourism; c. Support a high quality local food offer; d. Promote and develop Flintshire's quality attractions - countryside, heritage, town centres, and culture. 3) People development <ol style="list-style-type: none"> a. Grow the network of ambassadors to raise the standard of welcome to visitors; b. Raise skills levels in the visitor sector; 4) Profitable performance <ol style="list-style-type: none"> a. Support and promote events in Flintshire; b. Encourage new visitor activity in the quieter parts of the season; c. Support business clusters. 5) Place branding <ol style="list-style-type: none"> a. Support local partnerships in promoting and further developing the visitor infrastructure and experience in their locality; b. Improve the coverage of brown on white tourism signs; c. Ensure visitors are considered in transport and infrastructure planning.

	<u>Future opportunities</u>
1.18	<p>The recent transfer of the Council economic development and tourism functions to form part of the Planning, Environment and Economy portfolio creates opportunities to further strengthen already well-developed links between the services. From a countryside and tourism perspective this includes:</p> <ul style="list-style-type: none"> • further developing the visitor infrastructure and promotional activity along the Dee coastline; • collaborative destination management and promotion around the attractions in the Greenfield and Holywell area; • developing links between the regeneration of the County, tourism and the role of green space and countryside; • joint promotion of events and activities; • continued development of Talacre as a destination and in particular ongoing visitor vehicle management; and • promotion of the County as a high quality destination for walking.

2.00	RESOURCE IMPLICATIONS
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2.01	There are no new resource requirements arising from this report. All activity highlighted is provided for within core budgets and staff resources or is externally funded.
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3.00	CONSULTATIONS REQUIRED / CARRIED OUT
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3.01	Both services consult regularly with relevant stakeholders.
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4.00	RISK MANAGEMENT
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4.01	The scale of available resources is a challenge to delivering action in the visitor economy. Both of the services have made substantial efficiency savings over time and external funding sources have become scarcer. Managing external expectations therefore remains a consistent risk area.
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5.00	APPENDICES
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5.01	Appendix 1 - Destination Management Plan 2017-2020
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6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
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6.01	<p>None.</p> <p>Contact Officer: Niall Waller Service Manager (Enterprise and Regeneration)</p> <p>Telephone: 01352 702137</p> <p>E-mail: niall.waller@flintshire.gov.uk</p>
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7.00	GLOSSARY OF TERMS
7.01	<p>Destination Management - Destination Management is the term given to how a place is managed and equipped to be able to best deal with the needs of its visitors. Making a destination work effectively from a visitor perspective is the key to its success</p> <p>The Wales Way – a Visit Wales promotional campaign based around three strategic visitor routes through Wales. Further information is available at http://www.thewalesway.com.</p>

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Flintshire Destination Management Strategic Plan

2017-2020



Introducing the Destination

A key element of the approach to regeneration and tourism in Flintshire is focussed on creating high quality places: places where people want to visit, to spend their leisure time and to work. High quality places attract investment, they are sustainable and they generate their own energy and success.

For visitors, both from outside the area and from within, the focus is on managing the key destinations so that every piece of the jigsaw that represents their experience in Flintshire is a positive one. From their accommodation, to the welcome on the High Street, to the cleanliness of the public conveniences – all of these contribute to the overall experience and determine whether they will return and what messages they will give to their friends at home.

Further, raising the quality of the destination raises its competitiveness. In an age of ever-increasing expectations, destination management is essential to competing in a crowded marketplace. With 4.7 million people living within a 60 minute drive time, the ideal catchment for day visitors, Flintshire has a huge and relatively untapped market close to hand.

The tourism sector is currently estimated to support 3,273 direct jobs. It is estimated to generate £252m annually from 3.7m staying visitors and 2.7m day visitors. **(STEAM 2016)**.

Strategic Context

Destination Management is wider than the traditional tourism sector but the main thrust for the approach in Wales is given by Welsh Government's Strategy for Tourism 2013-2020 'Partnership for Growth'.

The Strategy focuses on 5 key areas:

1. Promoting the brand
2. Product Development
3. People Development
4. Profitable Performance
5. Place building

The Strategy takes on a product-led approach to developing and marketing tourism in Wales adopting the following vision:

Wales will provide the warmest of welcomes, outstanding quality, excellent value for money and memorable, authentic experiences to every visitor.

The **goal** is for:

Tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales.

Wales' Partnership for Growth strategy's **ambition** is to:

Grow tourism earnings in Wales by 10% or more by 2020.



1. A Competitive Flintshire

Managing high quality places in Flintshire will contribute to the success of visitor economy businesses but also to the wider business community, for example, town centre retailers and service providers, transport companies and hospitality providers. The approach to destination management will need to include action to support visitor facing businesses to raise their quality and to work together to develop new ways to market the County and provide new products to customers. In addition, action to raise the quality of the key places in Flintshire will help to encourage investment into the County.

2. Sustainable Communities

Effective destination management will have an important role to play as part of the wider approach to rural and town centre development. Visitors have a crucial role to play in increasing the viability of rural services and businesses and High Street retailers. The Destination Management Plan will need to identify how customers can be encouraged to visit and return to key destinations in the County, how the value of their visit can be maximised and how the potential impacts on local people minimised.

3. Employment and skills

At present, 3,273 people are employed directly and indirectly in the visitor economy. The sector provides a full range of career options and can play a significant part in supporting people into work and to progress once there. High levels of skills in the sector will improve the success of businesses and improve the experience for visitors. The sector will need to play an active part in tackling the high levels of youth unemployment in Flintshire.

Action Plan

The Flintshire Destination Management Plan is intended to be a practical document setting out achievable and measurable actions. We will adopt an ‘agile’ methodology for its delivery as it will evolve rapidly over time to reflect external changes and progress made and will be subject to regular review with stakeholders.



Indicators

- Increased employment
- Increased visitor numbers
- Increased visitor spend

It is the **role of the Destination Management Partnership** to consult with partners and **endorse Welsh Government, Economic Ambition Board and Mersey Dee Alliance strategic cross-border priorities** that will positively impact on tourism and Destination Management across Flintshire and the wider region including infrastructure, skills, workforce development, supply chain development and major project development.

STRATEGIC THEME 1: PROMOTING THE BRAND

Key Actions	Lead		Priority			
			2017	2018	2019	2020
1A) Highlight facilities adjacent to the Leisure Tour through signage and web information	FCC	ST	■	■	■	
1B) Continue to enhance Flintshire's involvement with the Marketing Cheshire Gateway's Partnership	FCC	ST	■	■		
1C) Ensure that the promotional material integrates with digital work, promoting the website and social media channels and continue to distribute through key outlets and online as digital media brochures	FCC	ST	■	■	■	
1D) Identify distribution services for use by all partners in regards to printed promotional materials	FCC, FTA, CRTG	ST	■	■		
1E) Maintain website content to ensure that all our key iconic products, events and destinations are covered and up to date	FCC	ST	■	■		
1F) Work with key partners to support a co-ordinated presence at key travel exhibitions and trade shows	NWT, FTA, CRTG, CRFT, AONB, FCC	MT	■	■	■	
1G) Develop North East Wales Promotional Offer	NEW	MT	■	■	■	■
1H) Tourism Industry Awareness	FCC	MT	■	■	■	■

STRATEGIC THEME 2: PRODUCT DEVELOPMENT

Key Actions	Lead		Priority			
			2017	2018	2019	2020
2A) Support the development of a Flintshire Coast Park including the creation of small scale visitor infrastructure along the Dee coastline	FCC (countryside services)	LT				
2B) Focus on strategic regional areas of growth in specialist sectors – group tour operators, cruise market and business tourism	NEW	MT				
2C) Increase Flintshire’s reputation and profile as a high quality food destination	CRFT, FTA, CRTG, NE Wales	ST				
2D) Promote the towns, heritage, culture and countryside around the county and continue to support works to develop innovative products	FTA, CRTG, AONB, TC, FCC	MT				
2E) Undertake research on other tourism destinations in the UK and benchmark to identify opportunities for improvement in Flintshire	Coleg Cambria, Glyndwr University	ST				
2F) North East Wales product development	NEW, MDA, NWEAB	MT/LT				

Page 91



STRATEGIC THEME 3: PEOPLE DEVELOPMENT

Key Actions	Lead	Priority	Priority			
			2017	2018	2019	2020
3A) Continue to develop the North East Wales Ambassador programme and role of ambassadors	NEW, FCC	MT				
3B) Promote tourism and related subjects onto local education providers' current curriculums	Coleg Cambria, Glyndwr University	MT				
3C) Continue to work with local schools, HE / FE providers regarding workforce development opportunities for tourism sector businesses	Coleg Cambria, Glyndwr University	LT				
3D) Investigate Global Greeters programme	FTA, CRTG, CRFT, AONB, TC	MT				
3E) Provide career guidance to schools and colleges from tourism sector businesses	FCC, Coleg Cambria, Glyndwr University	MT/LT				

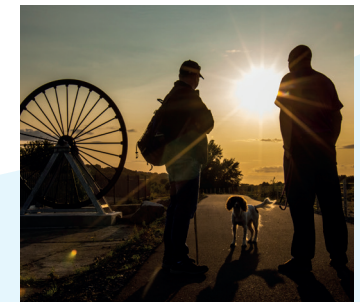
Page 92



STRATEGIC THEME 4: PROFITABLE PERFORMANCE

Key Actions	Lead	Priority	Priority			
			2017	2018	2019	2020
4A) Support local, regional and national clusters	FTA, CRTG, CRFT, AONB, NWT	ST	■	■	■	
4B) Create a calendar of major events in Flintshire and estimate the impact to the local economy based on available data	FCC (Arts & Events)	MT	■	■	■	
4C) Identify periods when there is less activity, lower visitor numbers, lower spend when events and celebrations would provide a boost to footfall and the visitor economy	TC, TP	MT	■	■	■	■
4D) Increase the participation rate of businesses in STEAM plus additional profiling tools	FCC	ST	■	■	■	
4E) Explore opportunities for increased productivity and performance in the tourism sector	Coleg Cambria, Glyndwr University, FTA, CRTG	MT	■	■	■	■

Page 93



STRATEGIC THEME 5: PLACE BUILDING

Key Actions	Lead	Priority	Priority			
			2017	2018	2019	2020
5A) Continue to implement works associated with: <ul style="list-style-type: none"> Talacre & Gronant Masterplan Developing physical & thematic linkages between Holywell Town Centre, St Winefride's Well, Greenfield Valley, Greenfield Docks and the coast Flint Masterplan and maximising the potential of Flint Castle to the town and wider region Supporting the delivery of the Clwydian Range and Dee Valley Management Plan 2014-2019 Supporting the implementation of the Bailey Hill Management Plan Supporting the Mold Town Plan 	FCC	LT				
5B) Review Flintshire's policy for the provision of brown & white signage to improve visibility of visitor facilities and infrastructure	FCC, WG	ST				
5C) Develop an industry section on the Explore Flintshire website	FCC	ST				
5D) Review and improve the physical environment of key arrival points and corridors across the county	FCC	MT				
5E) Review transport links from tourism and visitor perspective	FCC, WG, MDA, NWEAB	MT/LT				
5F) Explore potential locations for the return of the Gold Cape to Flintshire from the British Museum	FTA, CRTG, FCC	MT/LT				

Page 94

Key

FCC	-	Flintshire County Council	CRTG	-	Clwydian Range Tourism Group
NEW	-	North East Wales Marketing Area Partnership	NWT	-	North Wales Tourism
WG	-	Welsh Government	CRFT	-	Clwydian Range Food Trail h
TP	-	Town Partnerships	FTA	-	Flintshire Tourism Association
TC	-	Town Councils	MDA	-	Mersey Dee Alliance
NWEAB	-	North Wales Economic Ambition Board			