

Supported Bus Services

Consultation report

Date of issue: 18 March 2019

Contents

1. Overview	3
2. Introduction	3
3. Promotional tools and engagement methods.....	4
4. Response rate.....	5
5. How effective was the consultation?.....	5
6. Headline figures	6
7. Question and analysis - consultation survey	7
8. Conclusion	27

1. Overview

Bridgend County Borough Council and Welsh Government support some regional and local bus services by subsidising routes that are not commercially viable. These services operate on routes to enable residents who live along them to access employment, education, health care and social activities.

In 2018/19 a public consultation took place in which residents were asked their views about subsidised buses and the removal of £188k from some services. The outcome of this consultation was that the local authority would continue to fully subsidise three popular local bus routes for a further 12 months, at a cost of £50k:

- 51 Bridgend to Oaklands Road
- 803 Danygraig to Porthcawl
- 61 Nottage to Porthcawl

However funding for two fully subsidised routes was withdrawn:

- 52 Bridgend to Broadlands
- 73 Pyle to Fforddygyfraith.

The council also withdrew the subsidies it paid for four partly funded routes. The affected routes were:

- 81 Bridgend to Pen Y Fai via Brackla and Coity
- 68/69 Bridgend to Cefn Glas
- 63B Bridgend to Porthcawl
- 62 Bridgend to Pencoed.

This consultation followed a cabinet decision on the report submitted on 18 September 2018, which proposed to remove the remainder of bus subsidy as provided by the council for the financial year 2019/20, as part of the proposed savings within the councils Medium Term Financial Strategy (MTFS) for 2019-20 to 2022-23.

A public consultation reviewing Bridgend County Borough Council's supported bus services was undertaken over a 12 week period following presentation of the proposals to Cabinet.

The consultation received 867 responses from a combination of the consultation survey (714 responses), one engagement event which included seven attendees, 140 social media interactions and one letter and five emails. This paper details the analysis associated with the consultation.

2. Introduction

A public survey based on Bridgend County Borough Council's supported bus services was conducted over a 12 week period between 17 December 2018 and the 10 March 2019. The survey was available to complete online on the consultation page of the council's website and paper copies were made available at local libraries and bus stations. The survey was available in English, Welsh and as an accessible version in both languages. Residents could also request a paper copy or another alternative format by telephone or email.

In total, there were 14 questions which required a reply from respondents. All survey responses offered the option of anonymity. The council's standard set of equalities monitoring questions were also included with the survey, this is recommended good practice for all public facing surveys carried out by the council.

The content of the consultation remains available online in closed consultations.

Comments regarding the consultation were also invited via social media, letter, email and phone call.

3. Promotional tools and engagement methods

This section details the specific communications and engagement methods used to reach people and encourage them to share their views during the consultation period.

3.1 Social media and online

Facebook and Twitter have widely been used to promote the consultation.

Information was posted to the council's corporate Twitter accounts throughout the consultation period to raise awareness of the consultation and to encourage citizens to share their views on the proposals. The council currently has 11,126 followers on its corporate Twitter accounts. During the period, the authority 'tweeted' 14 times and the information was seen 18,623 times.

Information was also posted to the council's corporate Facebook page during the consultation period to raise awareness of the consultation and to encourage citizens to share their views on the proposals. The council currently has 11,736 followers. During the period, the authority posted twice on Facebook and the posts were seen 37,385 times.

An image was placed on the news page of the council website and the intranet homepage which linked through to the consultation webpage and survey.

3.2 Local press

Details of the consultation were sent as part of press releases emailed to local and national press in advance of the consultation (19 September 2018) and during the live period (7 January 2019 and 28 February 2019) .

3.3 Community engagement/meetings/events

Local community, equality and diversity groups were given details of the consultation proposals and told how to share their views.

3.4 Bridgend Coalition for Disabled People meeting

The coalition invited officers from the council in to speak to members about the proposals as part of their regular group meeting. Members received a presentation about the proposals and were given the opportunity to ask questions before completing the survey via clicker pads. Seven members of the coalition attended the meeting, with all attendees completing survey during the meeting.

3.5 The supported bus survey

The online and paper surveys contained 14 questions which required a reply from respondents.

The survey was available on the council's website and was sent to all 1095 Citizens' Panel members as well as 265 previous consultation responders who have asked to be kept up-to-date with similar future surveys.

Surveys were readily available in English and Welsh and as an accessible versions in both languages. Alternative formats were available on request.

3.6 Posters

Posters promoting the consultation were available on all local buses, at bus stations and bus stops. Posters were also circulated to the library service for use in their 12 branches.

3.7 Your Bus matters event

Officers from the service attended a Your Bus Matters event organised by Bus Users Cymru. The event took place in Bridgend Town centre Bus Station on 30 January 2019. The event was an open event, where officers raised awareness of the Supported Bus Services consultation.

4. Response rate

In total, there were 867 interactions, representing 0.6 per cent of the Bridgend County Borough population. The response rate has been divided into several areas including: consultation survey responses, emails and social media interactions:

- We received 714 survey responses in total (412 online submissions and 302 paper versions);
- During the consultation period, there were 140 interactions on our social media channels;
- Seven members of the Coalition of Disabled People completed a clicker pad survey;
- Five comments were received by email;
- One letter was received.

5. How effective was the consultation?

The supported bus services consultation was conducted over a twelve week period in which a range of marketing methods were used to create awareness of the consultation and encourage members of the public to engage with the council.

The social demographic data reflects a good cross section of the county borough's population, all respondents with the exception of two responders lived in the county borough.

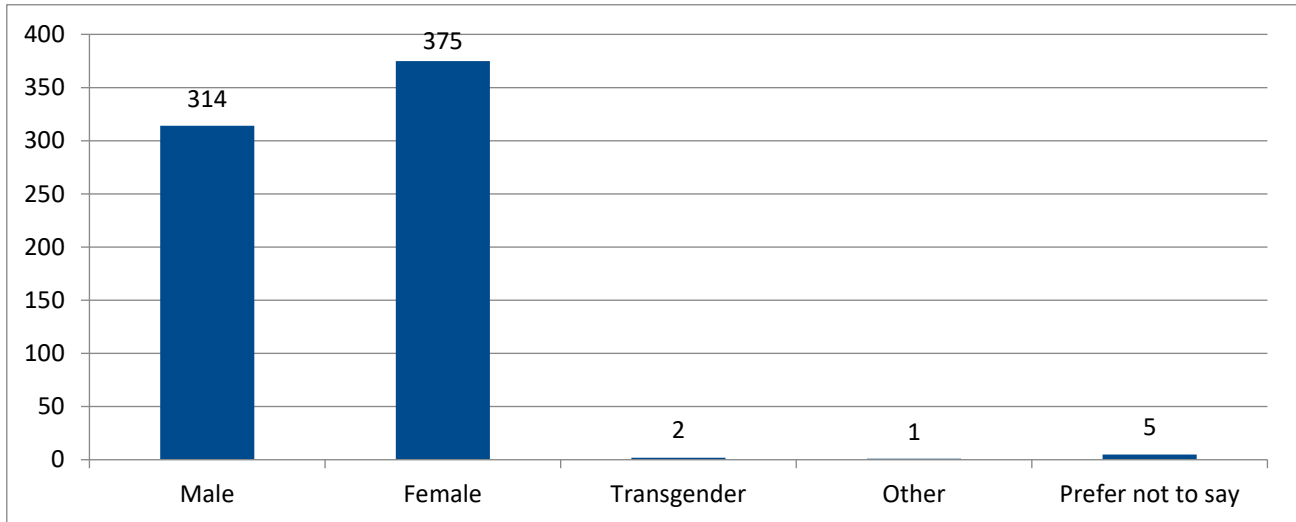
The data collection methods, which include the online survey, a paper survey and an accessible survey, were all developed using plain English to maximise understanding. These response methods were designed to give a consistency to the survey across multiple platforms.

6. Headline figures

- 6.1 54% of responses came from females and 45% of responses came from males.
- 6.2 67% of responses came from respondents aged 60 and over.
- 6.3 91% of respondents aged over 60 had a concessionary bus pass.
- 6.4 27% of respondents described themselves as having a disability.
- 6.5 The three most frequently used routes, according to survey responses are Service 61, Porthcawl/North Cornelly, Service 73, Bridgend/Blaengarw and Service 16, Bridgend to Blaengarw.
- 6.6 Overall 68% of respondents disagreed with the proposal to remove the subsidy (49% strongly disagree and 19% disagree).
- 6.7 72% of responders with a disability disagreed with removing the subsidy (53% strongly disagree and 19% disagree)
- 6.8 15% of responders informed us that they use the bus every day.
- 6.9 Of the responders who use the bus every day 57% were aged 60 and over.
- 6.10 84% of respondents with a disability use the bus either every day (31%) or more than twice a week (53%).
- 6.11 Overall the most popular reasons for using the bus are social (25%), followed by healthcare (24%) followed by leisure (23%).
- 6.12 Respondents with a disability were more likely to use the bus for healthcare (29%) followed by social (25%) followed by other (21%). When selecting 'other' respondents were able to provide their reasons for using the bus, the main reason given was shopping.
- 6.13 Overall 62% of respondents said they were not aware of Bridgend Community Transport.
- 6.14 60% of respondents aged 60 and over were not aware of Bridgend Community Transport.
- 6.15 When asked where respondents travel to and from, the three most popular routes given were routes between Nottage and Porthcawl, followed by Maesteg Parc and Maesteg Town Centre and then Dan Y Graig and Porthcawl.
- 6.16 Respondents were asked to tell us how they or someone they know would be impacted by the removal of the bus subsidy, the following themes are most significant: It is difficult to get around without a bus; results in loneliness and isolation and then this proposal does not have an impact on me.
- 6.17 Respondents were finally asked to tell us anything else relevant to this proposal. The most common themes were: results in loneliness and isolation, followed by difficult to get around without buses and then disagree with proposal.

the county borough. The two respondents from outside the county borough were from Cardiff and Pontypridd.

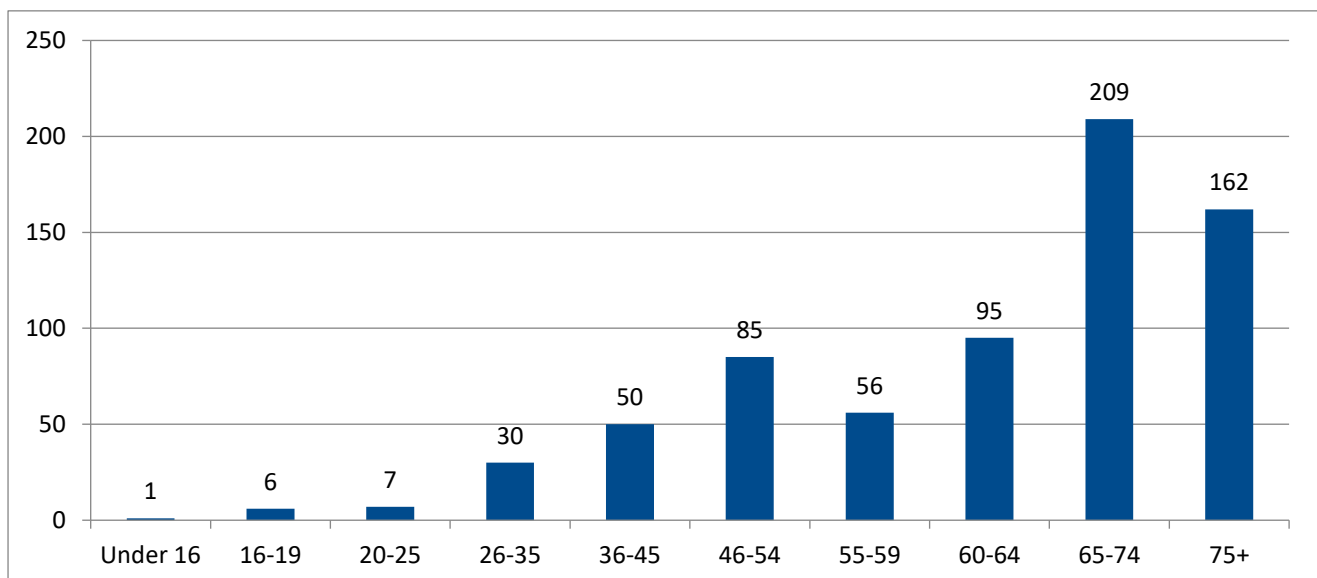
7.2.2 What is your gender?



There were 697 responses to this question.

54% of responses were received from females, 45% from males. 1% stated that they preferred to not give their gender. One person stated their gender as other and two people stated their gender as transgender.

7.2.3 Please select your age category

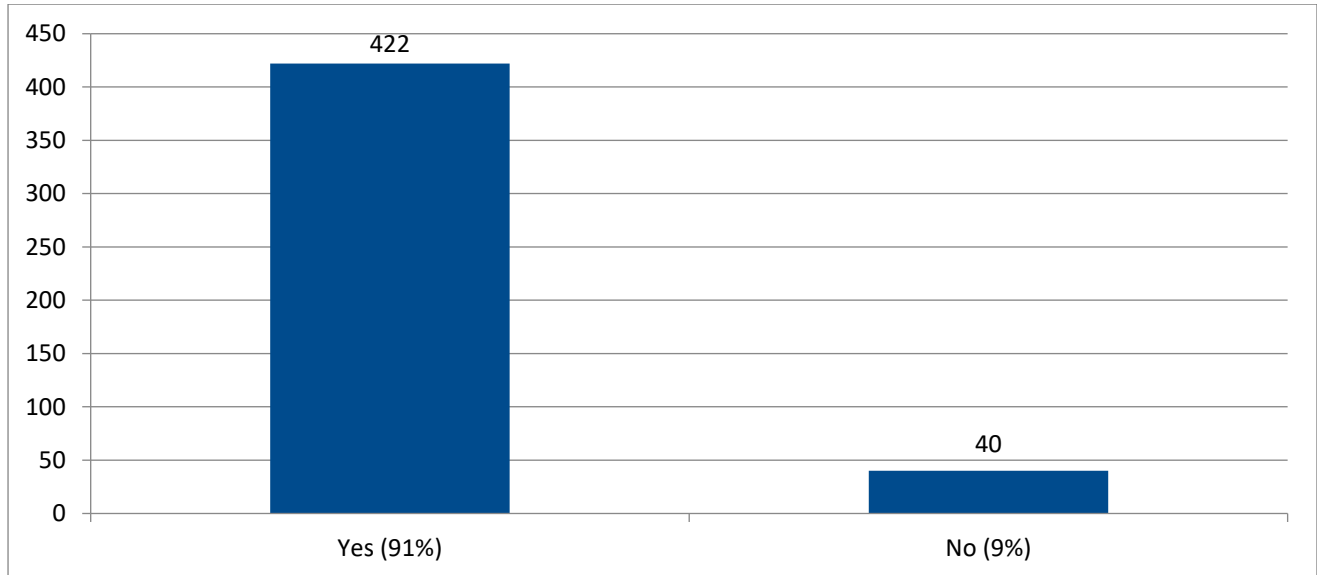


There were 701 responses to this question.

In total 67% of responses came from those aged over 60.

- 14% of respondents were aged 60-64
- 30% of respondents were aged 65-74
- 23% of respondents were aged 75+

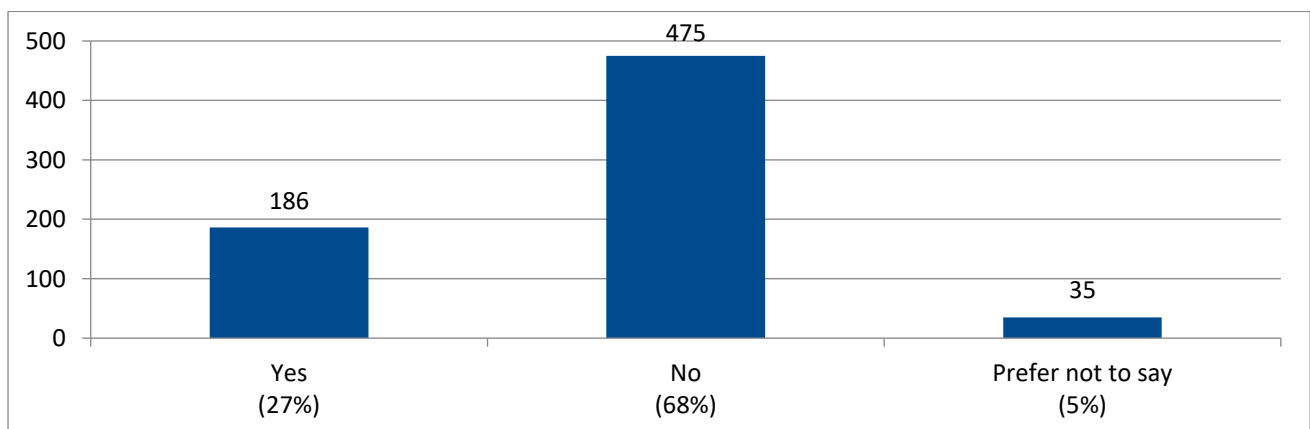
7.2.4 If selected 60-64, 65-74, 75+, do you have a free concessionary bus pass?



466 respondents were aged between 60 and 75+.

91% of those aged over 60 informed us that they had a concessionary bus pass.

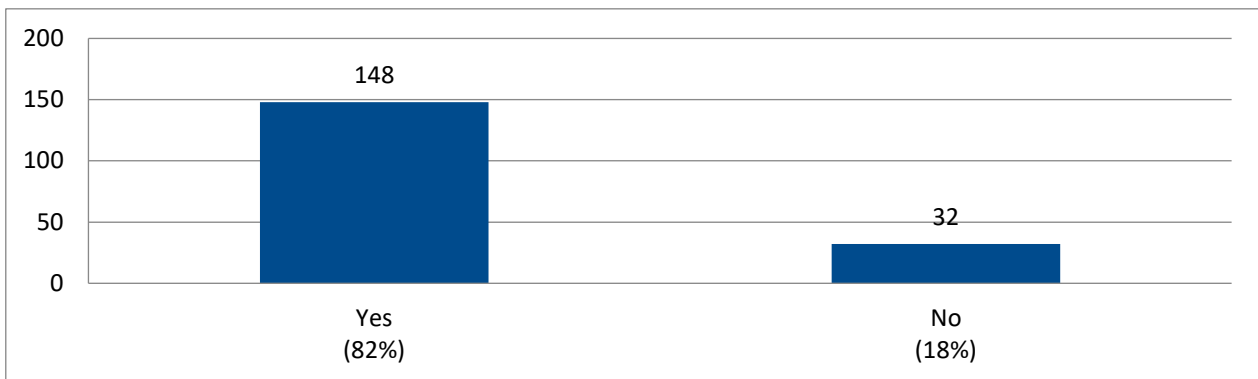
7.2.5 Do you consider yourself to be disabled?



There were 696 responses to this question.

Of those who responded to this question, 27% of respondents to this question described themselves as having a disability.

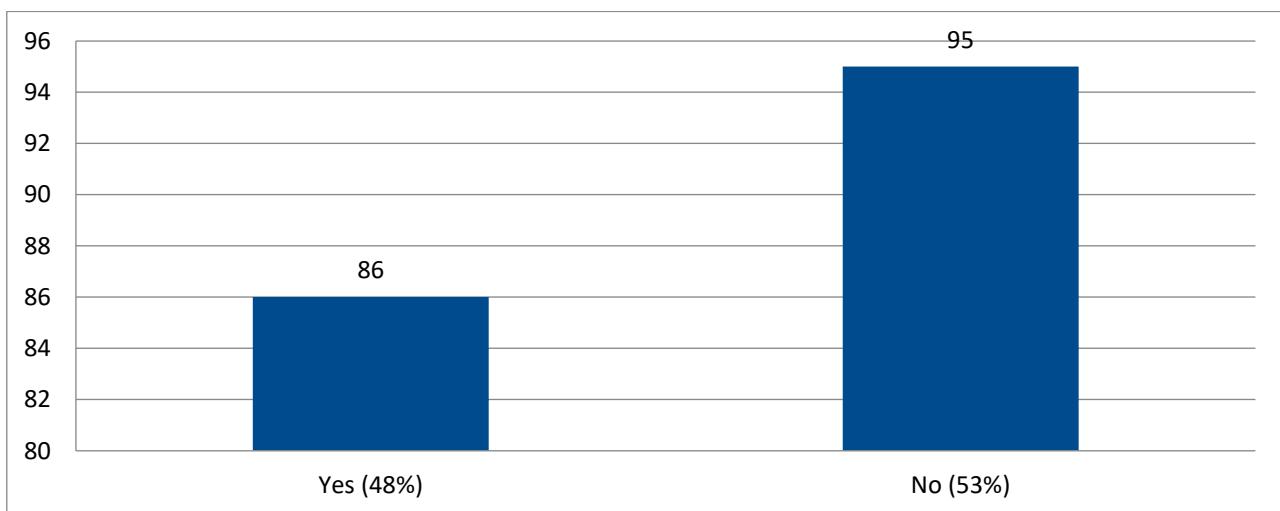
7.2.6 If selected 'yes' do you have a free concessionary bus pass?



Of the 186 respondents that told us they had a disability 180 answered the supplementary question to tell us whether they had a concessionary bus pass.

82% of respondents with a disability had a concessionary bus pass.

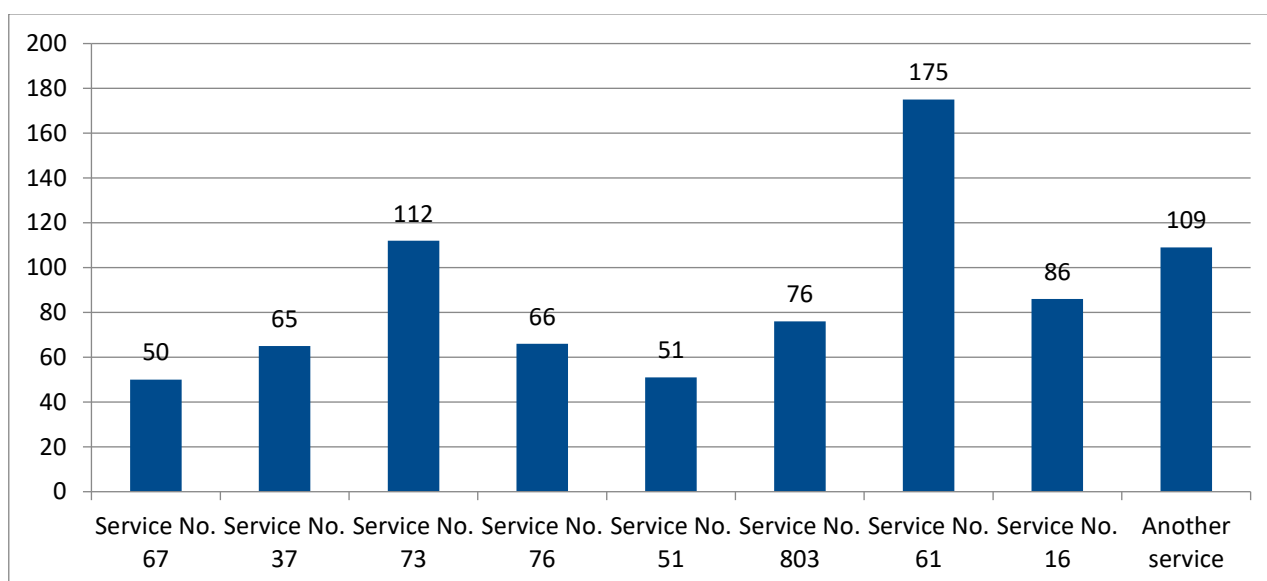
7.2.7 If selected 'yes' do you have a Blue Badge?



Of the 186 respondents that told us they had a disability 181 answered the supplementary question to tell us whether they had a Blue Badge. Of these, 86 respondents (48%) informed us that they had a Blue Badge.

7.3 Supported bus service survey

7.3.1 It is proposed to remove the subsidy from the routes listed. Which of these bus services do you or someone that you know currently use?



There were 696 responses to this question.

Respondents were able to select multiple options as well as 'another service'.

The **three most frequently used services**, according to survey respondents were:

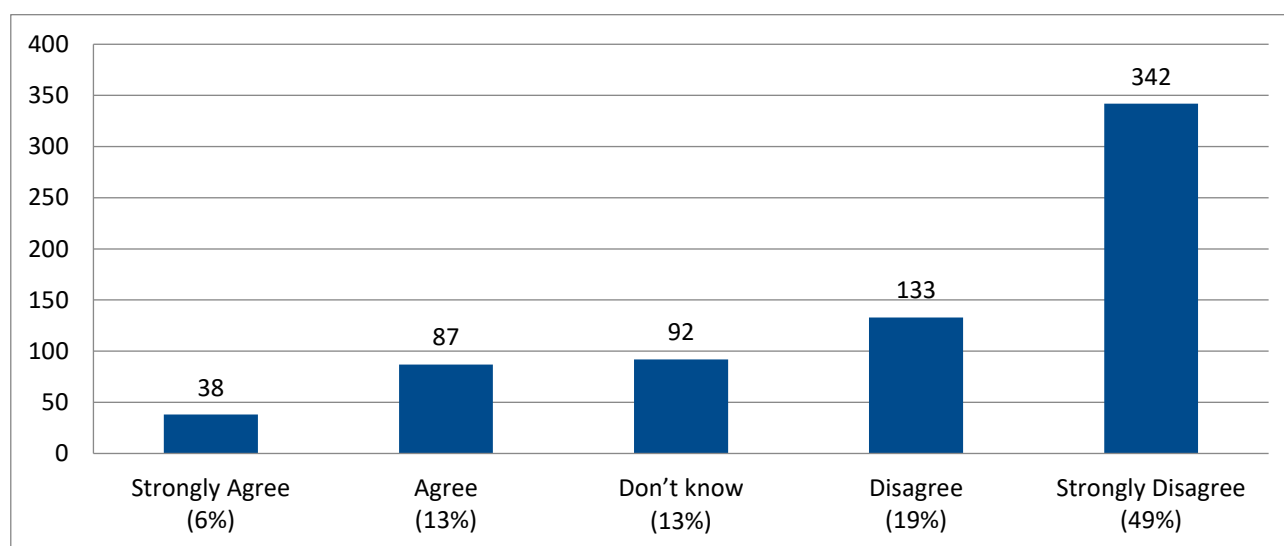
- Service No. 61 Porthcawl to North Cornelly
- Service No. 73 Bridgend to Blaengarw
- Service No. 16 Bridgend to Blaengarw

Where respondents gave another service these are listed in the table below:

Route:	Number of times stated:
63	12
62	10
x2	10
63b	8
68	6
69	6
70	6
71	6
x1	5
72	4
81	4
52	3
64	2

74	2
75	2
77	2
x3	2
16	1
51	1
73	1
79	1
96	1
172	1
303	1
404	1
601	1
x10	1
x4	1

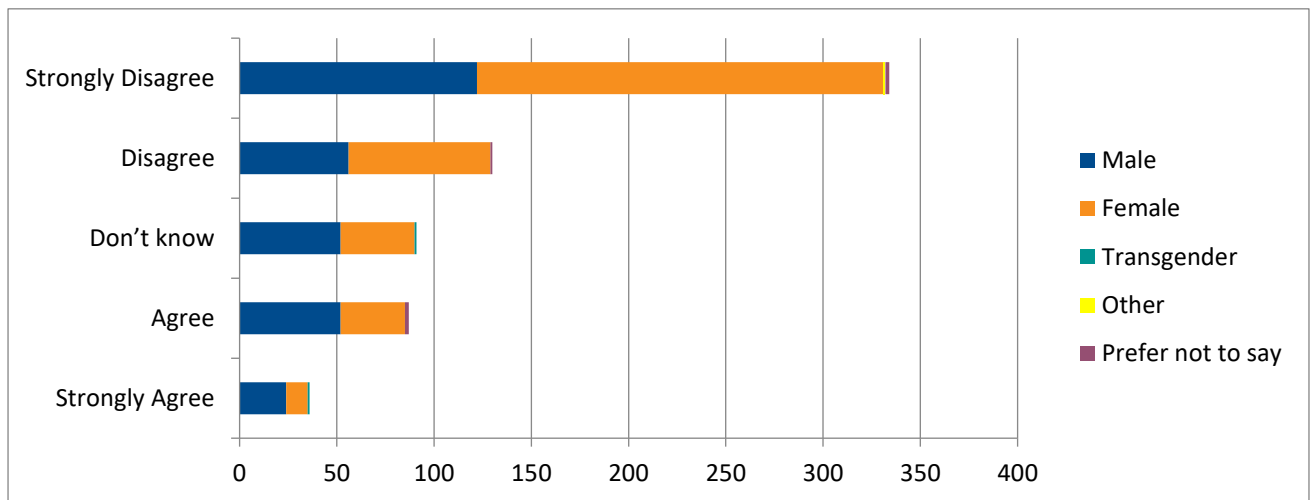
7.3.2 Do you agree that the council should consider removing the subsidy from the proposed routes?



There were 692 responses to this question.

49% of respondents strongly disagreed with the proposal to remove the subsidy. A further 19% stated that they disagreed with the proposal. 13% of respondents stated 'don't know' in response to this question. A total of 19% of respondents agreed with the proposals, within this figure 6% strongly agreed and 13% agreed with the proposal.

7.3.3 Gender and should the council remove the subsidy

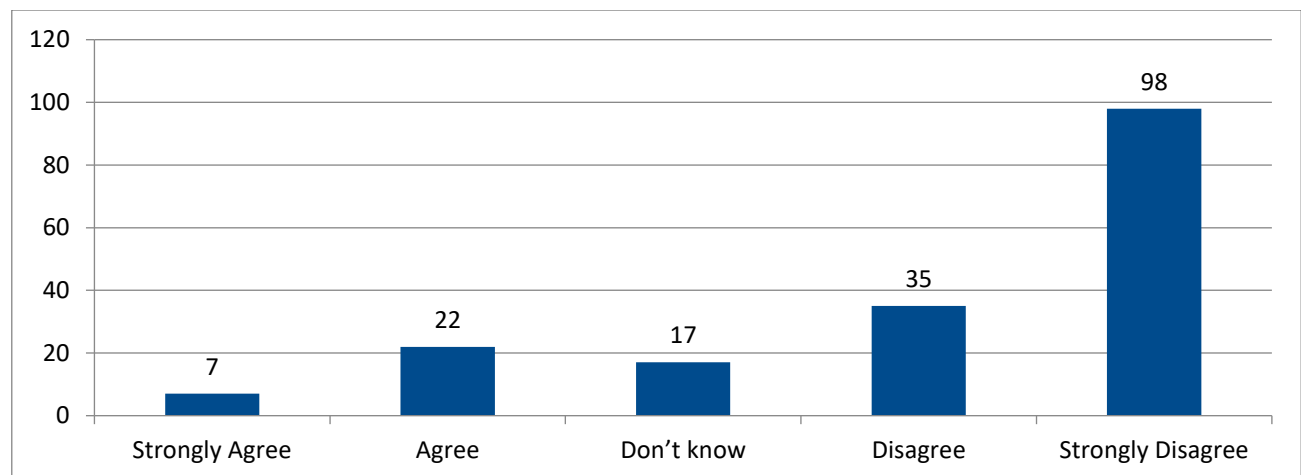


When comparing gender and response to this question the greatest responses for both males and females were 'strongly disagree'.

76% of female responders disagreed or strongly disagreed with removing the subsidy (56% strongly disagree, 20% disagree).

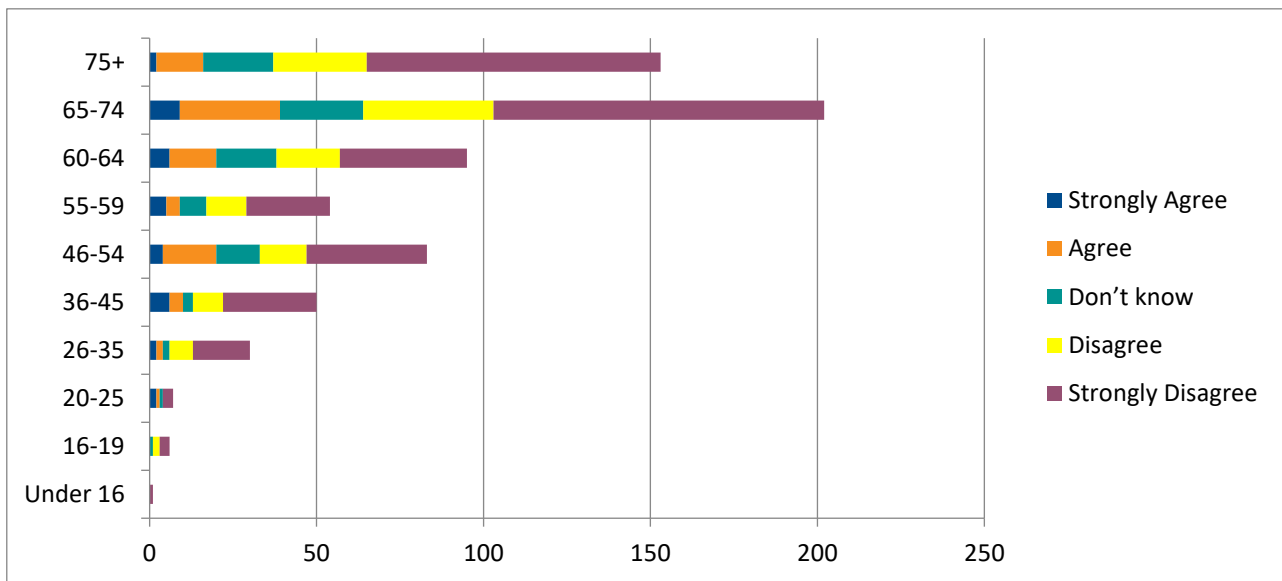
58% of male responders disagreed or strongly disagreed with removing the subsidy (56% strongly disagree, 20% disagree).

7.3.4 Disability and should the council remove the subsidy



186 respondents informed us that they had a disability. Of these respondents 53% strongly disagreed with the proposal to remove the subsidy, and a further 19% disagreed with the proposal.

7.3.5 Age and should the council remove the subsidy



Respondents aged 16-19 (6) either disagreed or strongly disagreed with the proposal (84%)

Respondents aged 20-25 (7) either strongly disagreed with the proposal (43%) or strongly agreed with the proposal (29%)

Respondents aged 26-35 (30) either disagreed or strongly disagreed with the proposal (80%)

Respondents aged 36-45 (50) either disagreed or strongly disagreed with the proposal (74%)

Respondents aged 46-54 (85) either disagreed or strongly disagreed with the proposal (60%)

Respondents aged 55-59 (56) either disagreed or strongly disagreed with the proposal (66%)

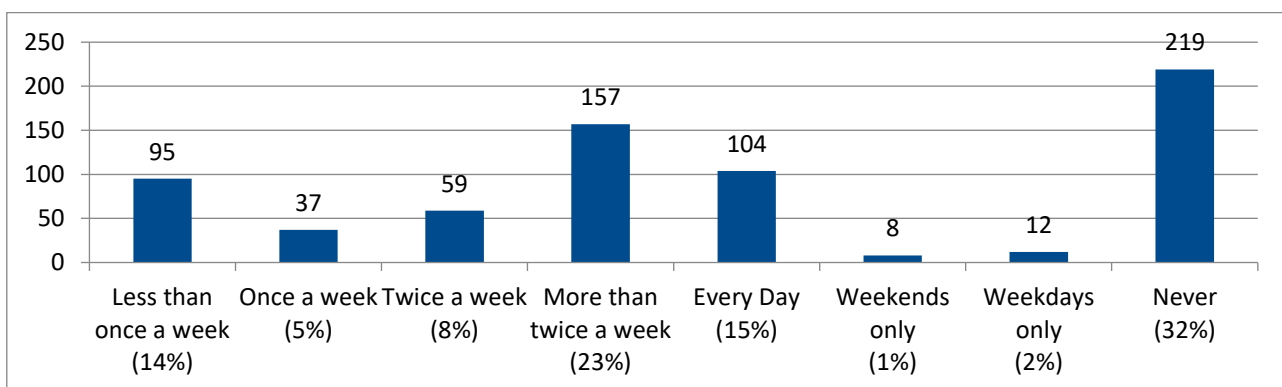
Respondents aged 60-64 (95) either disagreed or strongly disagreed with the proposal (59%)

Respondents aged 65-74 (209) either disagreed or strongly disagreed with the proposal (66%)

Respondents aged 75+ (162) either disagreed or strongly disagreed with the proposal (72%)

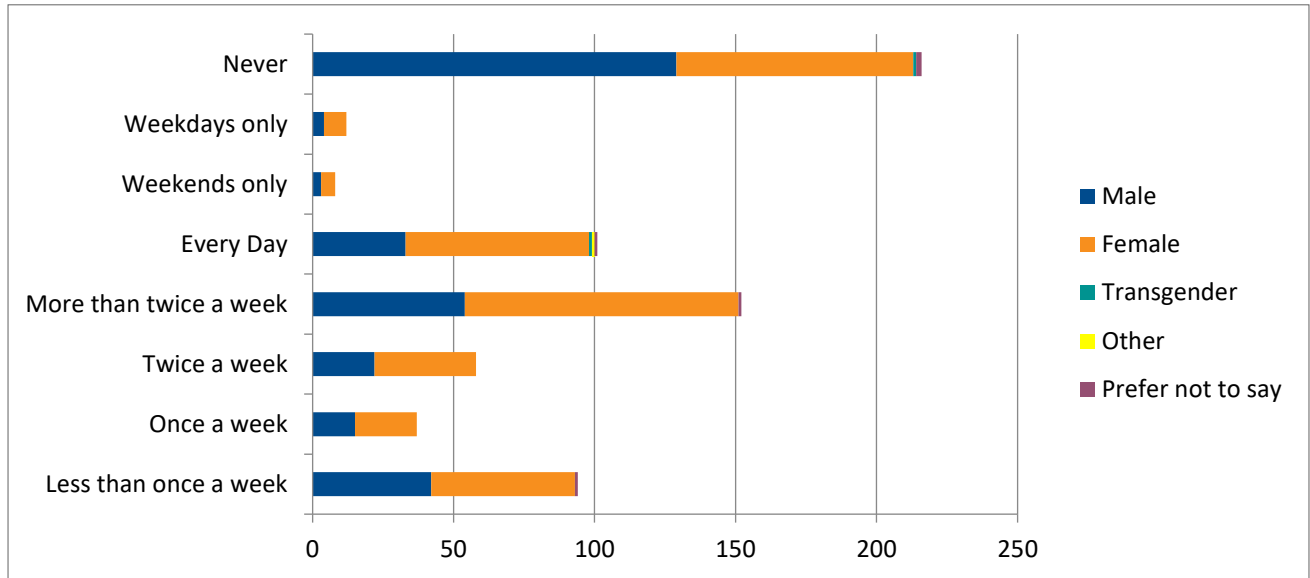
(Number of respondents in each age category in brackets)

7.3.6 How often do you use the bus service(s)



23% of responders used the bus more than twice a week, a further 15% of all responders used the bus every day.

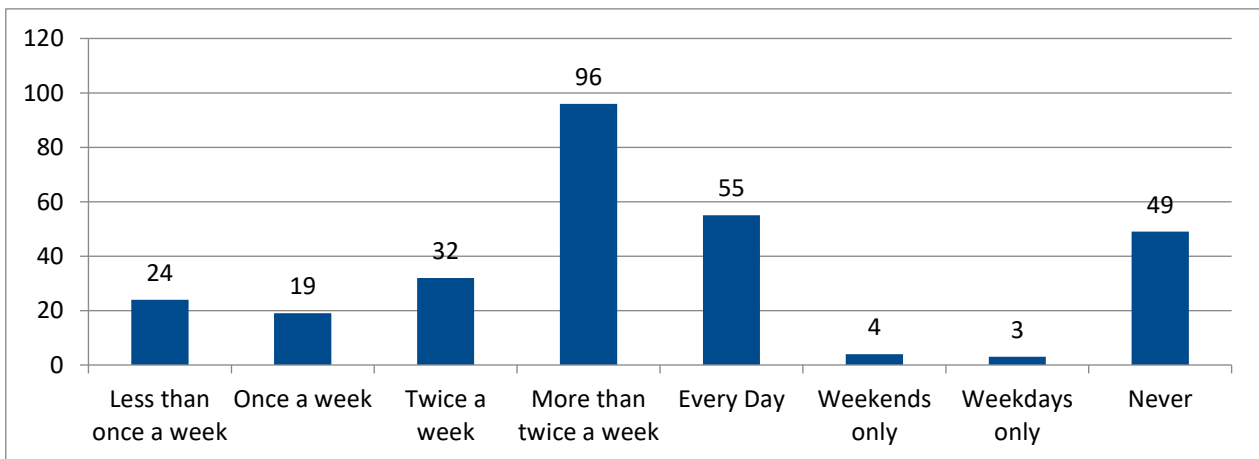
7.3.7 Gender and how often do you use the bus?



Females were most likely to use the bus more than twice a week (26%), followed by every day (17%) followed by (14%).

Males were most likely to use the bus more than twice a week (17%), followed by less than once a week (13%) followed by every day (11%).

7.3.8 Disability and how often do you use the bus?



186 respondents informed us that they had a disability. 180 of these respondents told us how often they used the bus.

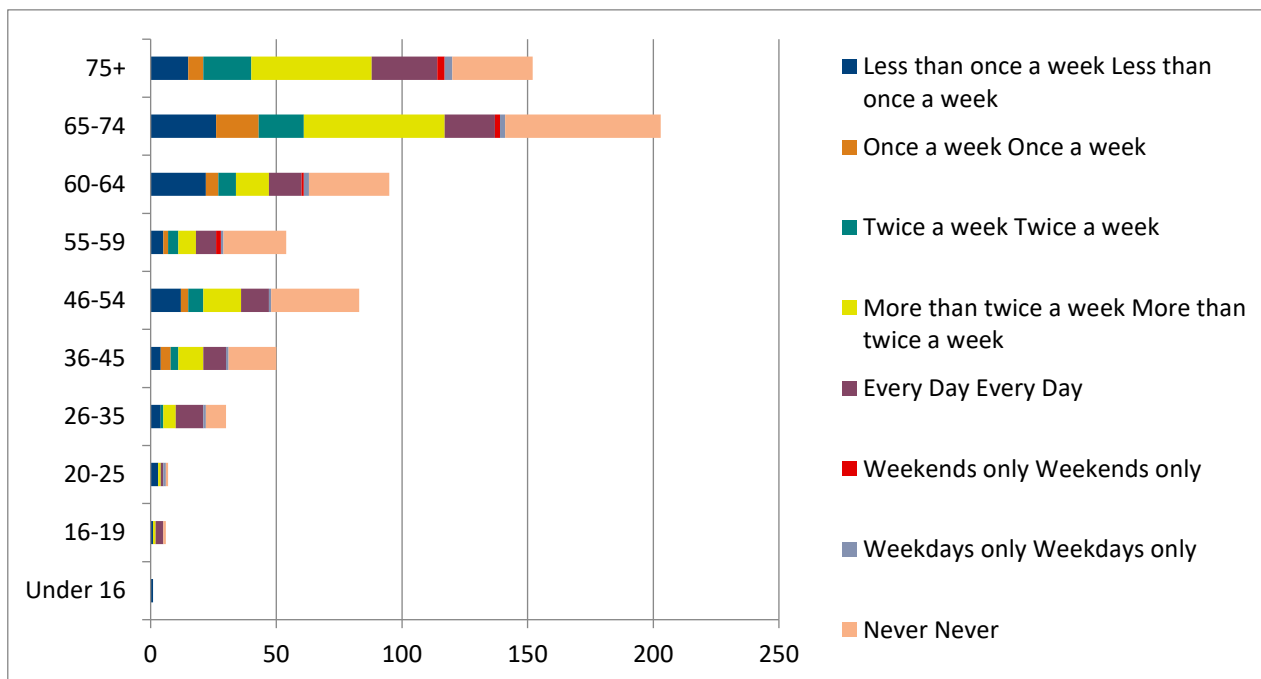
53% of respondents with a disability used the bus more than twice a week.

31% of respondents with a disability used the bus every day.

27% of respondents with a disability did not use the bus.

18% of respondents with a disability used the bus twice a week.

7.3.9 Age and how often do you use the bus?



50% of respondents age 16-19 (6) used the bus every day;

43% of respondents aged 20-25 (7) used the bus less than once a week;

37% of respondents aged 26-35 (30) used the bus every day;

38% of respondents aged 36-45 (50) did not use the bus. 20% used the bus more than twice a week;

42% of respondents aged 46-54 (83) did not use the bus. 18% used the bus more than twice a week;

46% of respondents aged 55-59 (54) did not use the bus. 15% used the bus every day;

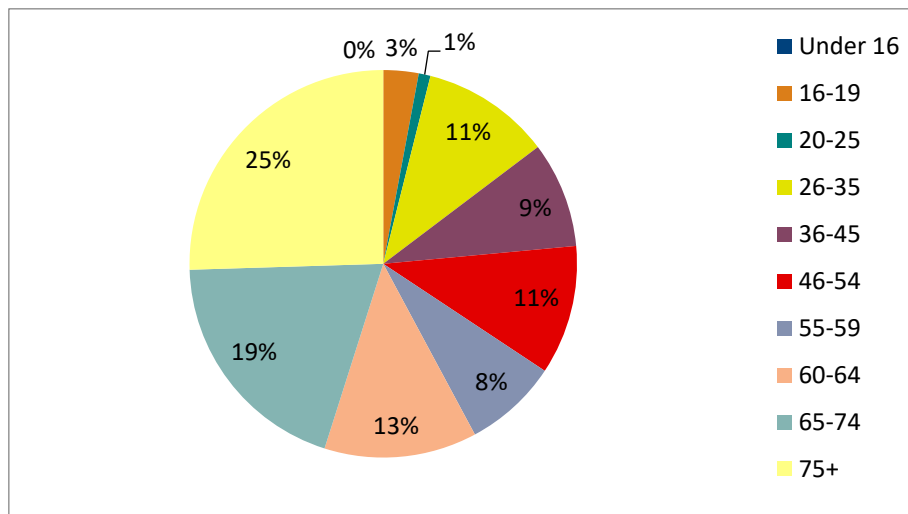
34% of respondents aged 60-64 (95) did not use the bus. 23% used the bus more than once a week;

30% of respondents aged 65-74 (203) did not use the bus. 28% used the bus more than twice a week;

32% of respondents aged 75+ (152) used the bus less than twice a week.

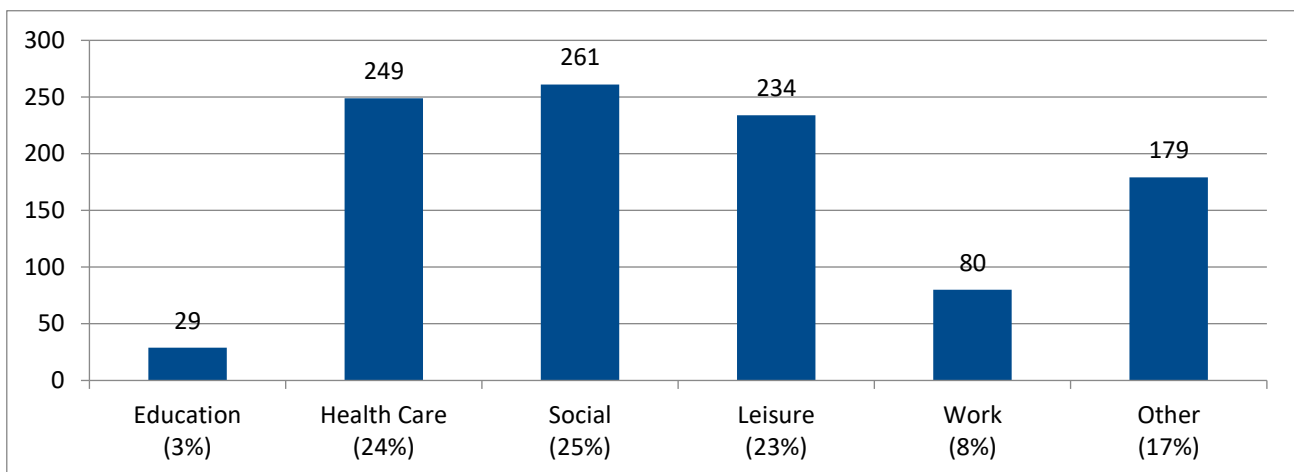
(Number of respondents in each age category in brackets)

7.3.10 Respondents who use the bus every day



Of the respondents that told us they used the bus every day 25% were aged 75 and over, followed by respondents aged 65-74 (19%), followed by respondents aged 60-64 (13%).

7.3.11 What is your main purpose for using the bus?



There were 1032 responses to this question as respondents were able to select multiple options.

The most popular responses were social (25%) followed by healthcare (24%) and then leisure (23%).

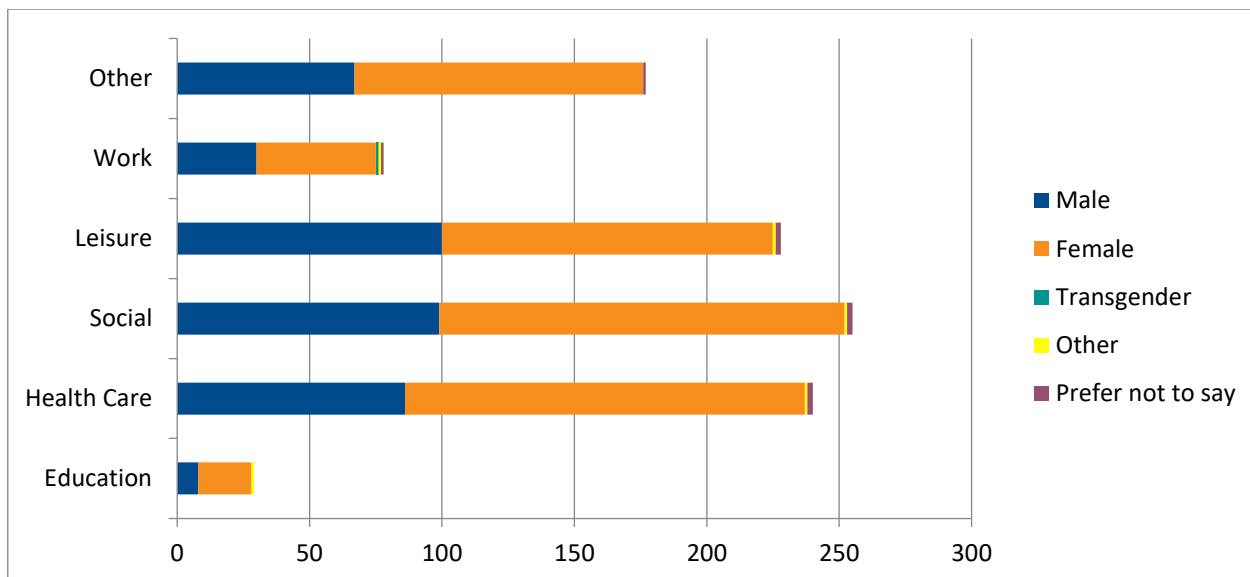
Where other was selected the following responses were provided for using the bus:

Reason for using the bus:	Number of responses:
Shopping	111
Accessing services	13
My only form of transport	9
Social	7
Go to the bank	3

Connecting buses	2
Work	1

The most popular response when choosing 'other' was shopping.

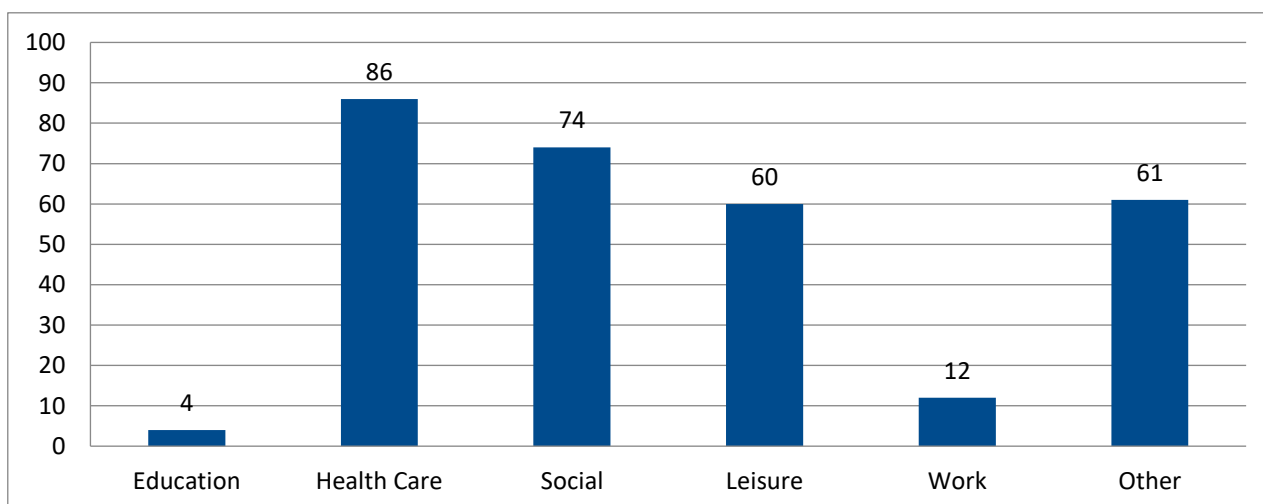
7.3.12 Gender and main purpose for using the bus?



When comparing gender and main purpose for using the bus the survey found that females used the bus for social reasons (26%), followed by healthcare (25%) followed by leisure (21%).

Males used the bus for leisure (26%) followed by social (25%) followed by health care (22%).

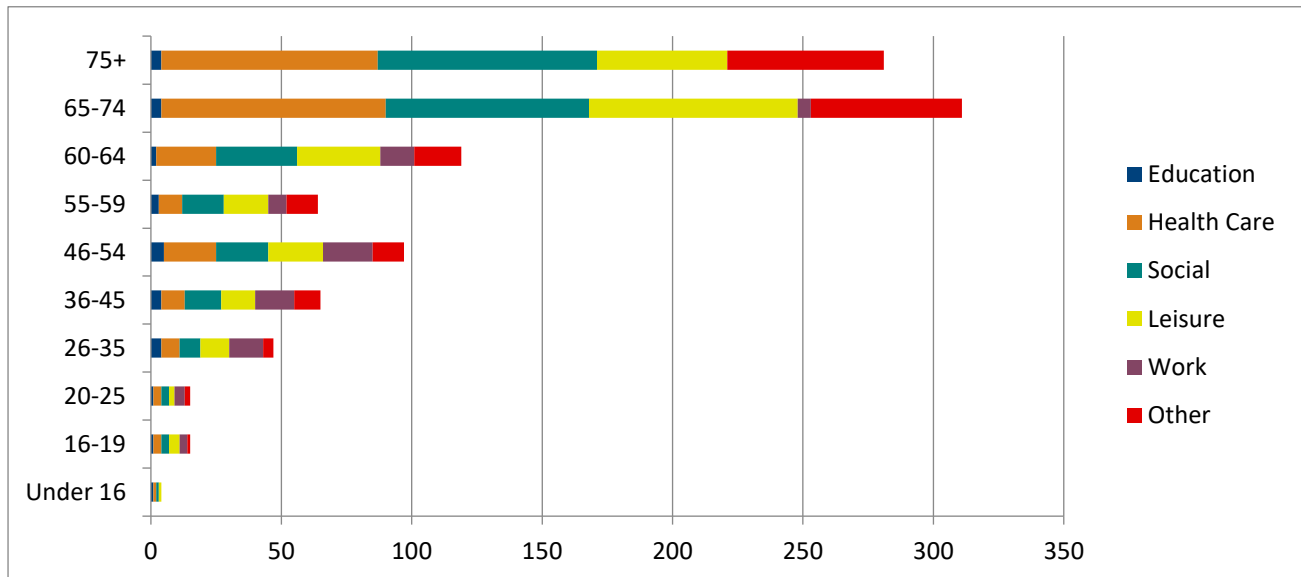
7.3.13 Disability and main purpose for using the bus?



Of the 186 respondents that informed us that they had a disability 145 respondents told us their main reason for using the bus. They were able to select multiple options.

The bus was used most frequently by people with a disability for healthcare (29%) followed by social (25%) followed by other (21%).

7.3.14 Age and main purpose for using the bus?



Respondents aged under 16 (1) used the bus for education, health, social and leisure equally;
 Respondents aged 16-19 (6) used the bus for leisure followed by health and social and then work;
 Respondents aged 20-25 (7) used the bus for work followed by health and then social;
 Respondents aged 26-35 (30) used the bus for work followed by leisure and then social;
 Respondents aged 36-45 (50) used the bus for work followed by social and then leisure;
 Respondents aged 46-54 (85) used the bus for leisure followed by social and then health;
 Respondents aged 55-59 (56) used the bus for leisure followed by social and then other;
 Respondents aged 60-64 (95) used the bus for leisure followed by social and then health;
 Respondents aged 65-74 (209) used the bus for health followed by leisure and then social;
 Respondents aged 75+ (162) used the bus for health followed by social and then other.

(Number of respondents in each age category in brackets)

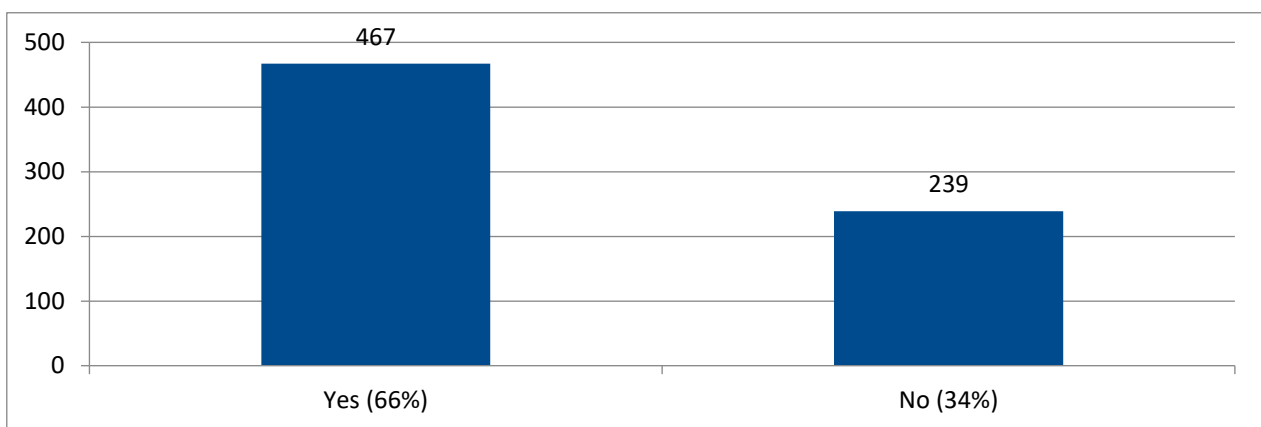
7.3.15 Where do you travel from and to:

Nottage	Porthcawl
Maesteg Parc	Maesteg Town Centre
Dan y Graig	Porthcawl
Betws	Bridgend
Maesteg	Bridgend

Sarn	Bridgend
Porthcawl	Bridgend
Bridgend	Porthcawl
Fulmar Road	Porthcawl
Blaengarw	Bridgend
Pontycymer	Bridgend
Bridgend	Betws
Oaklands Road	Bridgend/ Bus station
Pencoed	Bridgend
Bridgend	Blaengarw

The 12 most common routes are detailed above. Routes between Nottage and Porthcawl were provided most frequently, followed by between Maesteg Parc and Maesteg Town Centre and Dan Y Graig and Porthcawl.

7.3.16 Do you live in a household with a car?



There were 706 responses to this question.

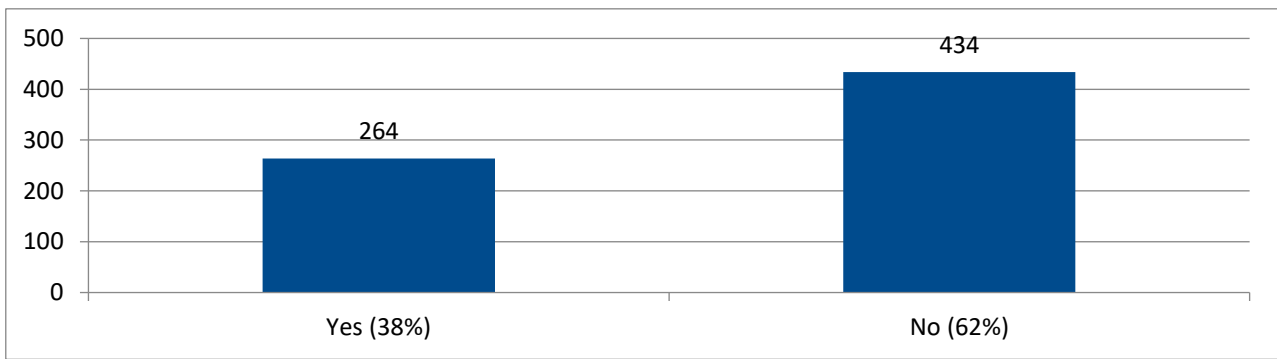
66% of respondents told us that they did live in a household with a car. 34% stated that they lived in a household without a car.

We compared the respondents who told us that they had a disability and a Blue Badge with those who told us that they lived in a household with a car.

186 people told us that they had a disability, 180 respondents provided information on whether they had a Blue Badge and lived in a household with a car.

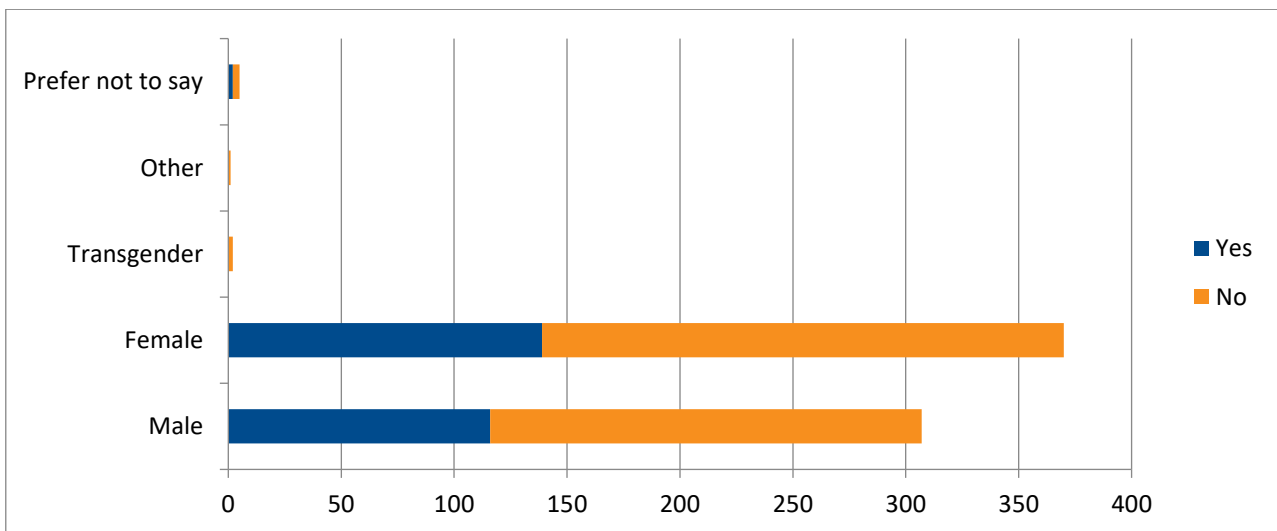
35% of these respondents, were disabled, had a Blue Badge and lived in a household with a car.

7.3.17 Are you aware of Bridgend Community Transport?



38% of respondents told us that they were aware of Bridgend Community Transport services.

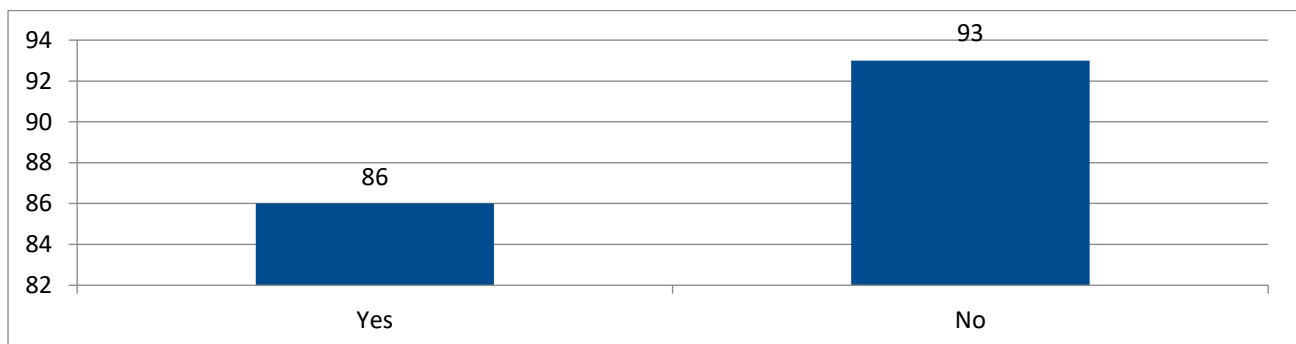
7.3.18 Gender and are you aware of Bridgend Community Transport?



37% of female respondents informed us that they were aware of Bridgend Community Transport.

37% of male respondents informed us that they were aware of Bridgend Community Transport.

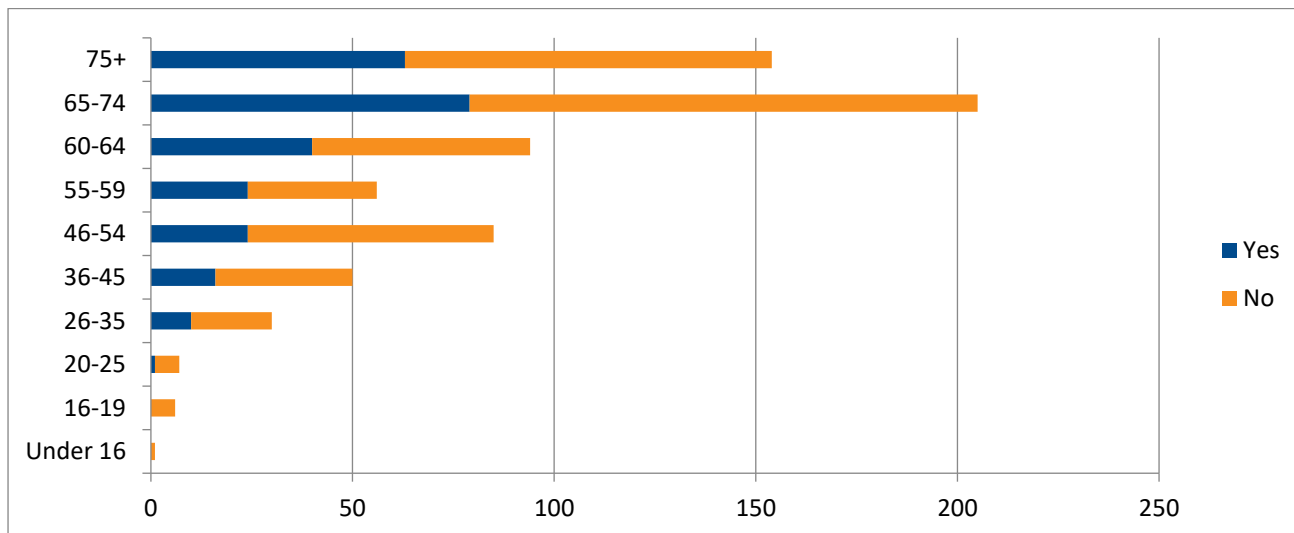
7.3.19 Disability and are you aware of Bridgend Community Transport?



Of the respondents with a disability 179 informed us whether they were aware of Bridgend Community Transport.

46% of respondents stated that they were aware of Bridgend Community Transport.

7.3.20 Age and are you aware of Bridgend Community Transport?

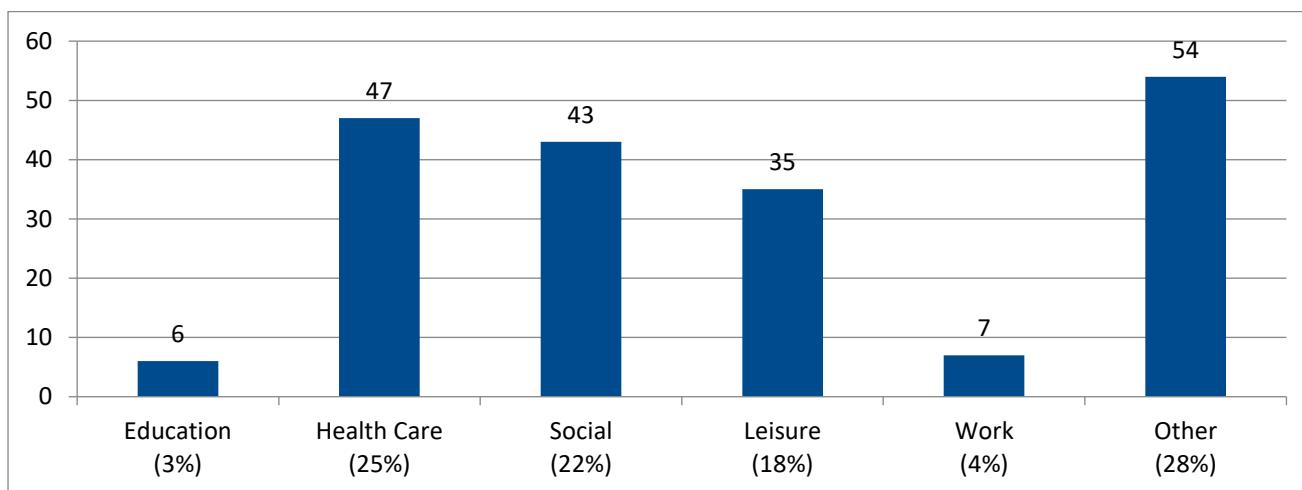


93% of respondents under the age of 25 (14) were not aware of Bridgend Community Transport.

67% of respondents aged 26 to 59 (221) were not aware of Bridgend Community Transport.

60% of respondents aged 60+ (453) were not aware of Bridgend Community Transport.

7.3.21 If 'yes' please tell us your main reason for using community transport.



There were 192 responses to the multiple choice question. Respondents were able to select multiple options.

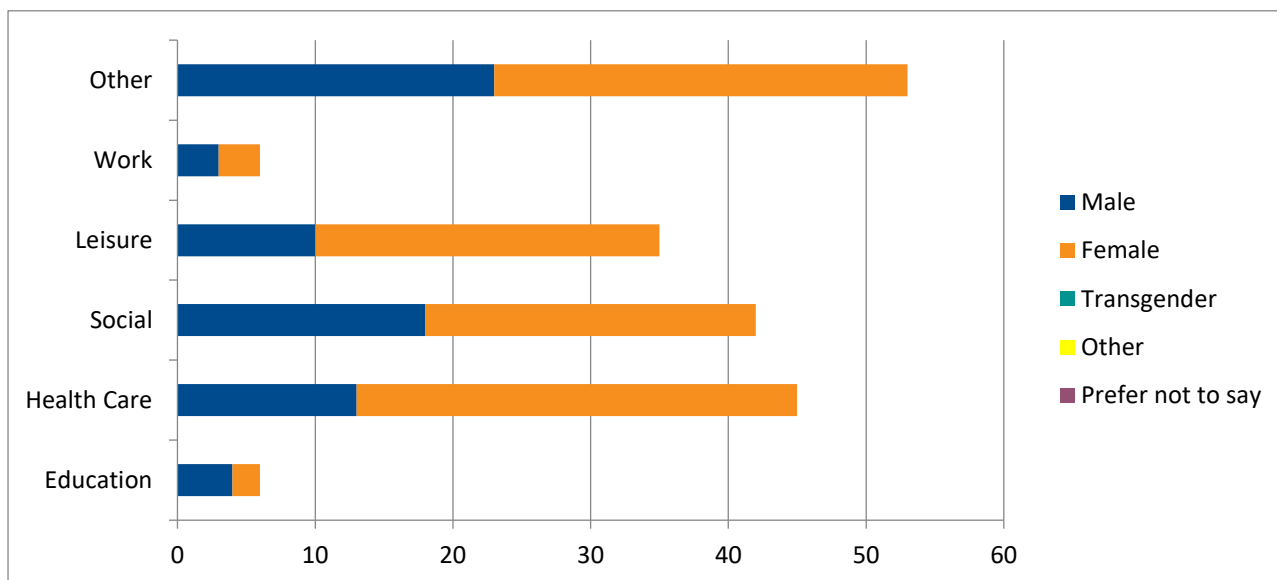
Healthcare was the most option frequently selected (25%) followed by social (22%) and then leisure (18%).

28% of respondents selected 'other', these are detailed in the table below:

Reason for using Bridgend Community Transport:	Number of responses:
Shopping	15
Unavailable in my area	3
Doctors	2
Go to the bank	1
Driving (community transport bus)	1
Visiting family	1

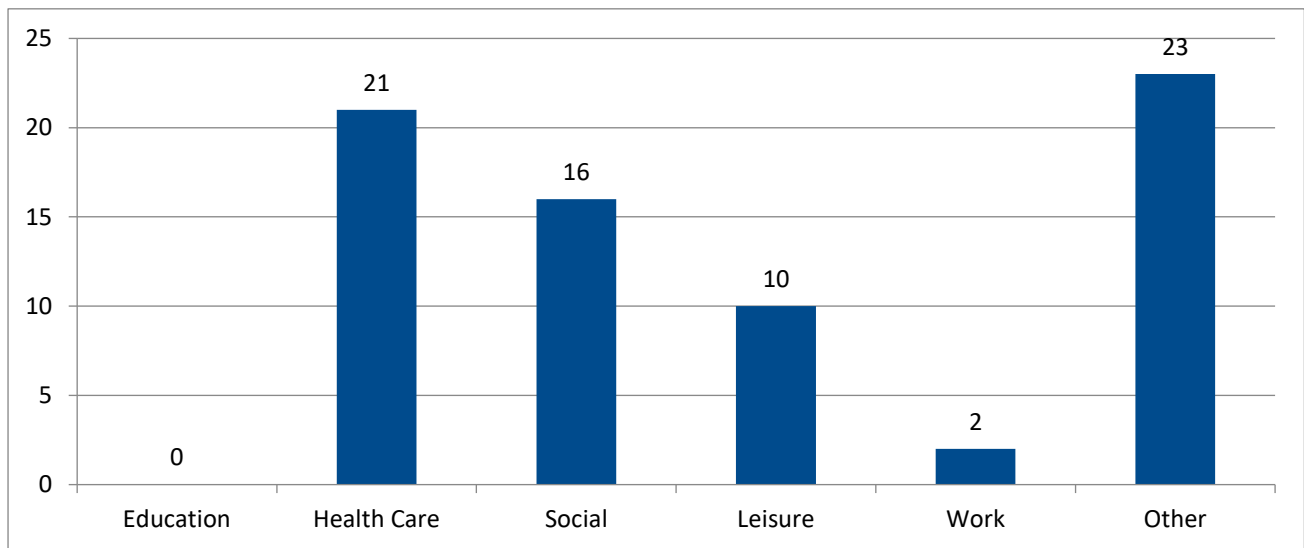
The most popular reason when selecting 'other' was shopping.

7.3.22 Gender and reason for using Bridgend Community Transport?



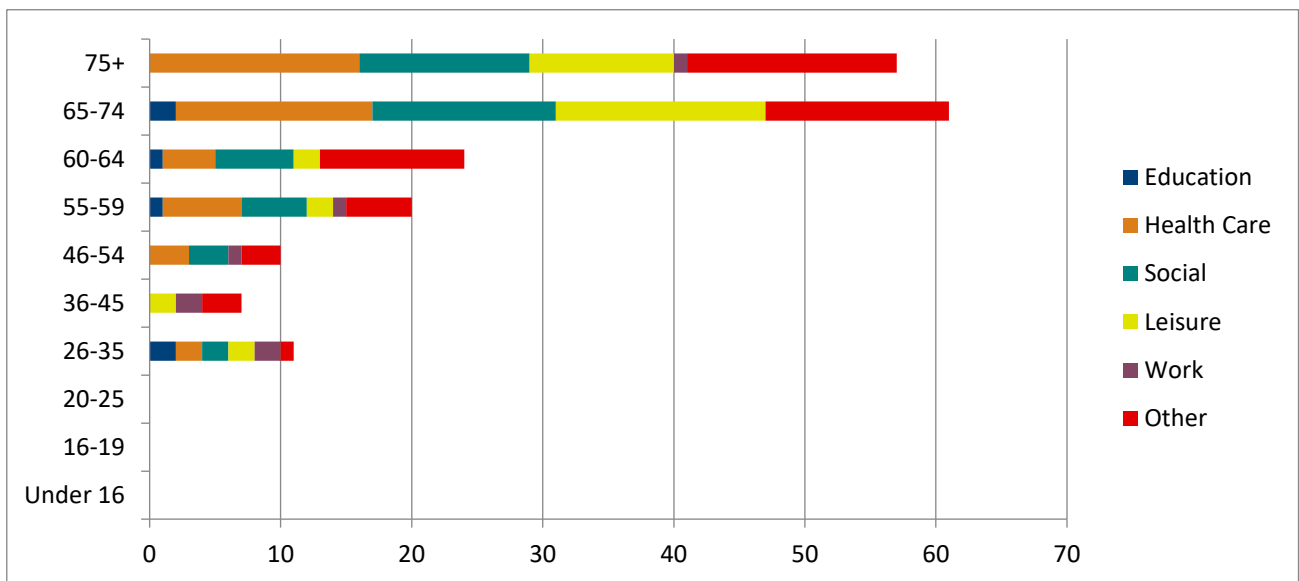
When comparing gender and reason for using Bridgend Community Transport the survey found that females used community transport for healthcare (28%), followed by other (26%) followed by leisure (22%). Males used the bus for other (32%) followed by social (25%) followed by healthcare (18%).

7.3.23 Disability and reason for using Bridgend Community Transport?



Respondents who have a disability use Bridgend Community Transport for other (32%), followed by healthcare (29%), and followed by social (22%).

7.3.24 Age and reason for using Bridgend Community Transport?



No respondents under the age of 25 stated that they used Bridgend Community Transport.

Respondents aged 26-35 used Bridgend Community Transport for health, social work, leisure and education equally.

Respondents aged 36-45 used Bridgend Community Transport for other followed by work and then leisure.

Respondents aged 46-54 used Bridgend Community Transport for health, followed by social and then other.

Respondents aged 55-59 used Bridgend Community Transport for health, followed by social and then other.

Respondents aged 60-64 used Bridgend Community Transport for other followed by social and then health.

Respondents aged 65-74 used Bridgend Community Transport for leisure followed by health and then social.

Respondents aged 75+ used Bridgend Community Transport for health followed by other and then social.

7.4 Qualitative responses

Each response received from all methods across the survey were read and subsequently themed. Each theme was then measured to provide a quantitative figure to the qualitative responses.

7.4.1 Please tell us how you or someone you know would be impacted by the removal of the bus subsidies.

Themed comment:	Number of responses:
Difficult to get around without a bus	232
Results in loneliness/isolation	74
Does not have an impact on me	35
Disagree with proposal	31
Affects people getting to work	22
Taxis are too expensive	22
Concerns for elderly or disabled people	17
Agree with proposal	10
Environmental issues	9
Stop free bus pass	5
Less frequent services	2
How much are the buses used?	1
Stop giving money to Cardiff City Deal	1
Use smaller buses	1

The most common themes were around difficult to get around without a bus, followed by the proposal could result in loneliness and isolation and then this proposal does not have an impact on me.

7.4.2 Please use this space to tell us anything else that you think is relevant to this proposal.

Themed comment:	Number of responses:
Results in isolation/loneliness	31
Difficult to get around without buses	29
Disagree with proposal	29
Ideas to generate money	25

Concern for elderly or disabled residents	23
Buses are vital	20
Agree with proposal	17
Environmental issues	13
Less frequent services	12
Impact on Porthcawl surgery	8
Merge routes	7
Stop wasting money on unnecessary things	6
Taxis are too expensive	6
affects those who work	5
Affects town centre	5
Consultation feedback	4
Use smaller buses	3
Need clarification of subsidies	1

The most common themes were around results in loneliness and isolation, followed by difficult to get around without buses and then disagree with proposal.

7.4.3 Social media comments

Additional responses from social media comments (140) received during the survey's live period were also themed. Of those, 16 were not relevant and as such, were removed from the table below:

Themed comment:	Number of responses:
Disagree with proposal	37
Stop unnecessary spending elsewhere	24
Ideas to generate money	13
Cut councillors wages/expenses	11
Causes isolation/loneliness	10
General query	9
Highly paid council staff to take a pay cut	8
Will affect footfall in town	6
Council tax rising but less services	5
Environmental issues	4
Comment about commercially operated routes	3
Use smaller vehicles	3
Comment about another service within the authority	2
Comment about bus users	1
Comment about First Cymru	1

The most common themes were around disagree with proposal, stop unnecessary spending elsewhere and ideas to generate money.

7.4.4 Emails and letter comments

Additional responses received by letter (one) and email (five) during the live period have also been themed. Emails and letters contained multiple themes, these are detailed in the table below:

Themed comment:	Number of responses:
Results in loneliness and social isolation	5
Impacts on access to primary and secondary medical services	4
Impact on town centre/ local economy	4
Difficult to get around without buses	4
Impact on access to employment/education	3
Causes more strain on social services	3
Taxis are too expensive	2
Loss of independence for vulnerable groups	2
General query	2
Equality of access across the county borough	2
Environmental issues	2
Council tax generated from new builds	2
Access to services (library, post office, recreation)	2
Merge routes	1
Impact on future growth of public transport and sustainability	1

The most significant comments were results in loneliness and isolation, impacts on access to primary and secondary medical services and impact on town centre and local economy.

7.5 Communications regarding the consultation

Would you like to be emailed once the consultation report is available?

Yes	388	54%
No	326	46%

54% of responders told us that they would like to receive information on the consultation once the report is available.

8. Conclusion

A response rate of 714 to the survey questions is robust and is subject to a maximum standard error of ± 3.13 per cent at the 95 per cent confidence level on an observed statistic of 50 per cent. Thus, we can be 95 per cent confident that responses are representative of those that would be given by the total adult population, if a census had been conducted, to within ± 3.13 per cent of the percentages reported. This means that if the total adult population of Bridgend County Borough had taken part in the survey and a statistic of 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 36 per cent and 46 per cent.

8.1 Equality Impact Assessment

The EIA screening informed the consultation that the potential groups that could be disproportionately affected by the removal of the subsidised bus routes would be the elderly and disabled residents.

This document outlines the responses from residents aged 60 and over and those who described themselves as disabled. Including their reasons for using the bus and frequency of use.

8.2 Subsidised bus proposed saving

The majority of respondents (68%) did not support the proposal to remove the remainder of bus subsidy as provided by the council for the financial year 2019/20.