

BRIDGEND TOWN CENTRE ACCESS STUDY

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Executive Summary

Introduction

AtkinsRéalis has been commissioned by Bridgend County Borough Council (BCBC) to undertake an appraisal of three options for amending vehicular access to Bridgend Town Centre (BTC), which are intended to increase footfall and improve the vibrancy of the area. The three options are:

- Option 1 – Reduce pedestrianisation hours from the current arrangement of 10am to 6pm to a shorter time period from 11am to 5pm. Retain access for deliveries / collections only outside of this period.
- Option 2 – All vehicular traffic would be allowed access to Queen Street, Dunraven Place and Market Street, with the existing northbound only one-way system retained. Reduce pedestrianisation hours from the current arrangement of 10am to 6pm to a shorter time period from 11am to 3pm.
- Option 3 – All vehicular traffic would be allowed access to Queen Street, Dunraven Place and Market Street at all times of the day. The routes would retain the existing one-way system that operates northbound.

This report follows the completion of the *Bridgend Town Centre – Accessibility Options Appraisal 2023*¹ (AOA) report, which forms part of a series of studies undertaken to consider the potential de-pedestrianisation of BTC.

The pedestrianised part of BTC is primarily a level surface 'Pedestrian Prioritised Street' as defined by ATAG. If traffic volumes were to increase such that this part of the town centre would be designated as an 'Informal Street' a demarked kerb upstand of 60mm would be required. It is understood that the pedestrianised part of the town centre does not currently provide a 60mm kerb upstand.

Bridgend Town Centre Description

A review of the existing situation in terms of demographics, location and infrastructure revealed the following:

- The health data and age demographics for Bridgend, including the central area and the surrounding districts, are broadly in line with the Welsh average.
- BTC is within walking distance of most of Bridgend and within cycling distance of all of Bridgend and some surrounding areas including parts of Pencoed and Ogmore. It is also within the average travel to work distance for Bridgend and surrounding areas.
- BTC is well connected for access by all modes of travel, although necessary and desired improvements to active travel links have already been identified by BCBC and TfW. The central bus and rail stations are both in proximity to BTC. The highway links to the centre are good and ample dedicated car parks are provided.

Benchmarking Review

The benchmarking review, considering what the potential impact of amending vehicular access may be, indicates that:

- Although footfall in town centres has fallen over the last two decades, pedestrians and cyclists are likely to visit these areas more often and therefore spend more when compared to drivers. Should public space improvements be made to a town centre, such as increasing the availability of cycle parking, then this figure is likely to increase.

¹ Bridgend County Borough Council, Building Design Partnership Ltd, Asbri, Cooke & Arkwright, PJA (March 2023). *Bridgend Town Centre Accessibility Options Appraisal*. Accessed offline.



- There is some evidence that successful high streets and town centres have concentrated on improving the environment and improving the experience for visitors.
- Overall, there is no clear evidence from the benchmarking review that re-introducing vehicular traffic into a town centre would result in an increase in economic activity.
- There is some local evidence for positive outcomes related to some de-pedestrianisation schemes. However, in each case the de-pedestrianisation element was a smaller part of a wider town centre improvement scheme with significant wider investment. It is therefore unclear the extent to which removing pedestrianisation had a positive outcome.

Inclusive Design Considerations

The following are some of the key findings of an inclusive design consideration of re-introducing additional volumes of traffic into a pedestrianised space. The findings have the greatest implications for the de-pedestrianisation options that introduce more traffic for larger parts of the day (e.g., Options 2 and 3):

- Negative implications:
 - Increased difficulty for pedestrians to manoeuvre around the space particularly relevant to the mobility / visually / cognitively impaired, the elderly, those in pregnancy and children. Also impacts on road safety and perceptions of safety amongst these groups.
 - Likely to hamper the enjoyment of the space for some as there are less areas to meet, particularly affecting children and teenagers.
 - Potential to make it more difficult for parents and carers to observe.
 - Potential pollution impacts including noise pollution.
- Positive implications:
 - Potential benefits to blue badge holders including mobility / visually / cognitively impaired, their carers, and the elderly, if vehicles can bring them closer to their destination.
 - Potential benefits to the risk and fear of crime by increasing the level of passive surveillance.

Overall, the inclusive design implications of de-pedestrianisation are mixed. Any scheme for BTC should be subject to suitable stakeholder engagement and ensure the needs of all groups are considered in the design of any scheme.

Appraisal of Options against Policy

The alignment of the three de-pedestrianisation options were considered against the following key national, regional and local policy documents:

- The Wales Transport Strategy 2021
- Active Travel Act - Guidance 2021
- Well-being and Future Generations (Wales) Act 2015
- Planning Policy Wales 2024
- Future Wales: The National Plan 2040
- Bridgend County Borough Council - Local Transport Plan 2015-2030
- Bridgend County Borough Council - Corporate Plan 2023-2028
- Cwm Taf Morgannwg Public Service Board Well-being Plan 2023-2028
- Bridgend County Borough Council - Bridgend Town Centre Regeneration Masterplan 2021

Overall, the summary of scores for policy alignment show that none of the de-pedestrianisation options are well aligned with current policy. In general, policy favours the promotion of sustainable modes of travel and seeks to reduce the reliance on the private motor car. Therefore, any scheme that promotes access for the private motor vehicle to the detriment of active travel users will be contrary to current policy goals. Option 1, which would only



introduce a small amount of additional traffic is least contrary to current policy. Option 2 which would re-introduce all traffic for a limited amount of time is more contrary, whilst Option 3 which would reintroduce traffic at all times is the most contrary to policy.

De-pedestrianisation Recommendation

It is considered likely (subject to a safety assessment) that Option 1 (considered the light touch option) could be introduced and BTC would still retain its character as a Pedestrian Priority Street (as set out in ATAG). Therefore, significant works to provide a kerb upstand of at least 60mm are not likely to be required. Options 2 and 3 would reintroduce a more significant volume of traffic and are therefore likely to change the character to an Informal Street (as set out in ATAG) for which significant works to introduce a kerb upstand of at least 60mm would be required.

The de-pedestrianisation options do not align well with policy and consequently there are significant delivery risks, particularly associated with Options 2 and 3, surrounding the following:

- Legislation
- Funding
- Reputation

Further the inclusive design considerations of de-pedestrianisation are mixed and there is no clear evidence from the benchmarking review that re-introducing vehicular traffic into a town centre would result in an increase in economic activity.

Based on the appraisal it is recommended that Option 1 should be taken forward and that it should form part of a package of multi-modal transport interventions rather than as a standalone 'de-pedestrianisation' option. Option 1 has a better alignment with policy, is likely to be deliverable in a shorter timescale and at a significantly lower cost than the other options considered whilst providing benefits to businesses in the town centre.

Package of Multi-Modal Interventions

The advantages and disadvantages of several potential multi-modal interventions that would be introduced alongside Option 1 were considered. This included their alignment with policy, delivery cost and timescales and direct relevance to BTC. Interventions that align with policy, have a lower cost and shorter delivery timescales and that are directly relevant to BTC are preferred.

Based on the assessments, the following combined package of multi-modal interventions is recommended to improve access to BTC:

- Reduced hours of pedestrianisation (11am to 3pm / 11am to 4pm / 11am to 5pm) enabling deliveries / collections outside of this period.
- Allow cycling in the town centre.
- Provide additional convenient cycle parking in the town centre, covered where possible. Provide a cycle hub at a key destination such as the bus or rail station.
- Develop and implement a wayfinding strategy for the town centre.
- Improve bus facilities on the periphery of the town centre, such as providing timetable information, cantilever shelter, raised kerbs, etc. There is also the potential to introduce additional stops where coverage is incomplete.
- Develop and implement a parking strategy for the town centre. There are over 700 parking spaces in dedicated car parks on the periphery of the town centre as well as on street parking. A strategy could be developed to advertise and improve the offering, as well as increasing the provision of on-street blue badge parking.



1. Introduction

AtkinsRéalis has been commissioned by Bridgend County Borough Council (BCBC) to undertake an appraisal of three options for amending vehicular access to Bridgend Town Centre (BTC), which are intended to increase footfall and improve the vibrancy of the area. This report follows the completion of the *Bridgend Town Centre – Accessibility Options Appraisal 2023*² (AOA) report, which forms part of a series of studies undertaken to consider the potential de-pedestrianisation of BTC. The output of the AOA is a recommendation to consider three options with a view to identifying a preferred option for detailed development.

1.1 Background

Several studies have been commissioned by BCBC relating to access to the town centre, with more detail provided in section 1.3. The *Bridgend Town Centre Regeneration Masterplan 2021*³ (RM), sets a focus on fulfilling Bridgend's role as a destination and centre for retail, living, employment, education and heritage. To enable this, BCBC has been encouraged by some stakeholders to consider de-pedestrianisation as a potential way to increase footfall in the town centre to support the local economy and create a more vibrant and inclusive town centre for residents and visitors alike. Following the pedestrianisation of BTC in 2004, traders in the area have reported a reduction in footfall and associated spend. For some this is perceived to be due to the restricted access for private motor vehicles and the pedestrianisation of BTC was noted as a key issue for local traders following a programme of engagement.

A Strengths, Weakness, Opportunity & Constraints (SWOC) analysis within the report identified the following in relation to the pedestrianisation of BTC:

- **Strengths:** Well connected by bus and rail, which is part of the South Wales Metro expansion network, to Cardiff, Swansea and surrounding areas.
- **Weakness:** Second phase of pedestrianisation including Market Street, Queen Street and Wyndham Street has been unpopular with the local retailers and businesses in the town centre. Lack of cycle parking and active travel links to the railway station.
- **Opportunities:** There are opportunities to consider partial or complete de-pedestrianisation of the town centre (this was set out in the 2016 Town Centre Access report produced by Capita) with an appropriate balance between place and movement with safe and importantly, an attractive pedestrian environment.
- **Constraints:** Existing Traffic Regulation Orders (TRO) in the town centre offer no provision for emerging click and collect facilities* and home delivery business models. This also detracts BCBC investment in improvements to the public realm and careful consideration should be given for potential reintroduction of vehicle movements to the pedestrianised streets. The second phase of pedestrianisation is also perceived to have led to a decline in visitor numbers in the town centre due to lack of accessible parking spaces.

*Note there are currently no click and collect facilities operating in the town centre

1.2 Study Area

Bridgend is a town situated in Bridgend County Borough, located approximately 20 miles west of Cardiff, and 20 miles east of Swansea. It forms part of the Cardiff Capital Region, which is a collaborative programme between ten local authorities to stimulate regional growth.

² Bridgend County Borough Council, Building Design Partnership Ltd, Asbri, Cooke & Arkwright, PJA (March 2023). *Bridgend Town Centre Accessibility Options Appraisal*. Accessed offline.

³ Bridgend County Borough Council, Building Design Partnership Ltd, PJA, Gleeds (December 2021). *Bridgend Town Centre Regeneration Masterplan*. Accessed online at: <https://www.bridgend.gov.uk/media/3b0f442/bridgend-town-centre-masterplan.pdf>.



The town centre area [BTC] as defined for the purposes of this study, is bounded by Boulevard De Villenave D'Ornon, Derwen Road, Nolton Street, The Rhiw, Water Street, Queen Street, and Ogmore River (see Figure 1-1). More specifically, a focus of the report is on the pedestrianised area which includes Wyndham Street, Adare Street, Caroline Street, Queen Street, Dunraven Place and Market Street.

BTC primarily comprises of retail and commercial premises, which is a key employment sector of the town. The town centre area scoped in this study is identified in the RM as a development zone for retail and café & culture regeneration projects (see Figure 1-2).

Figure 1-1 - Map of Bridgend Town Centre Study Area

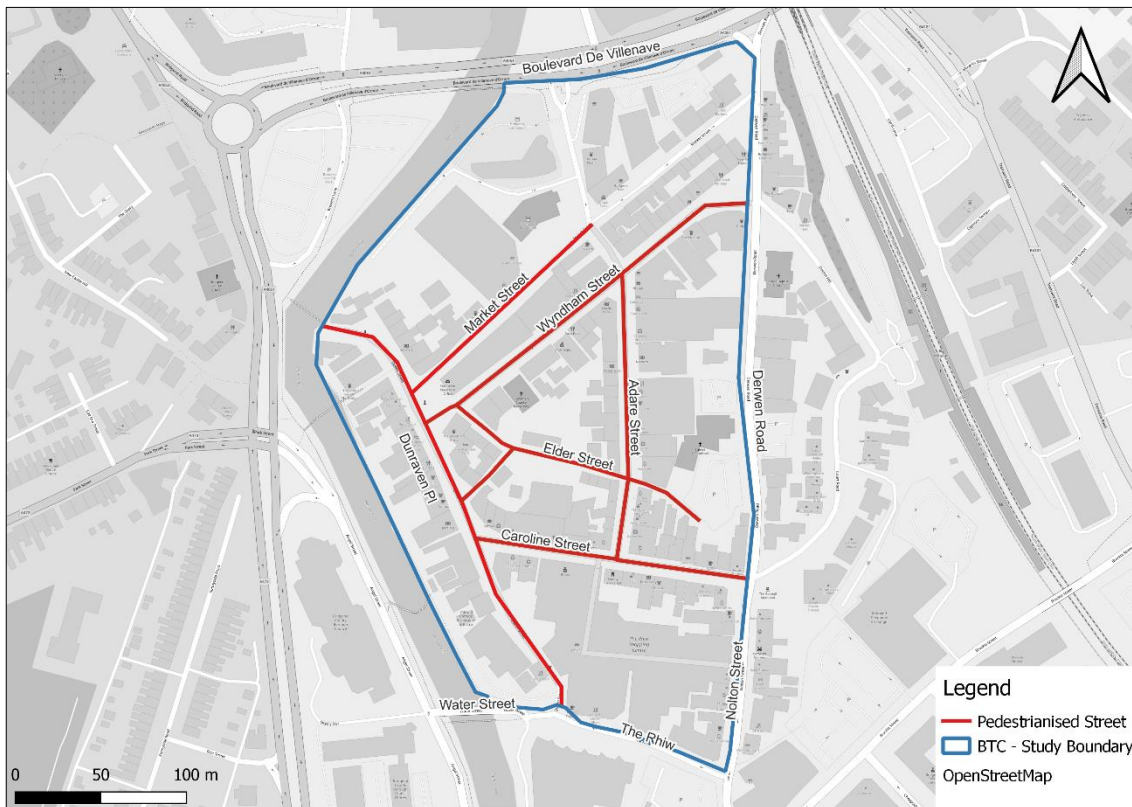
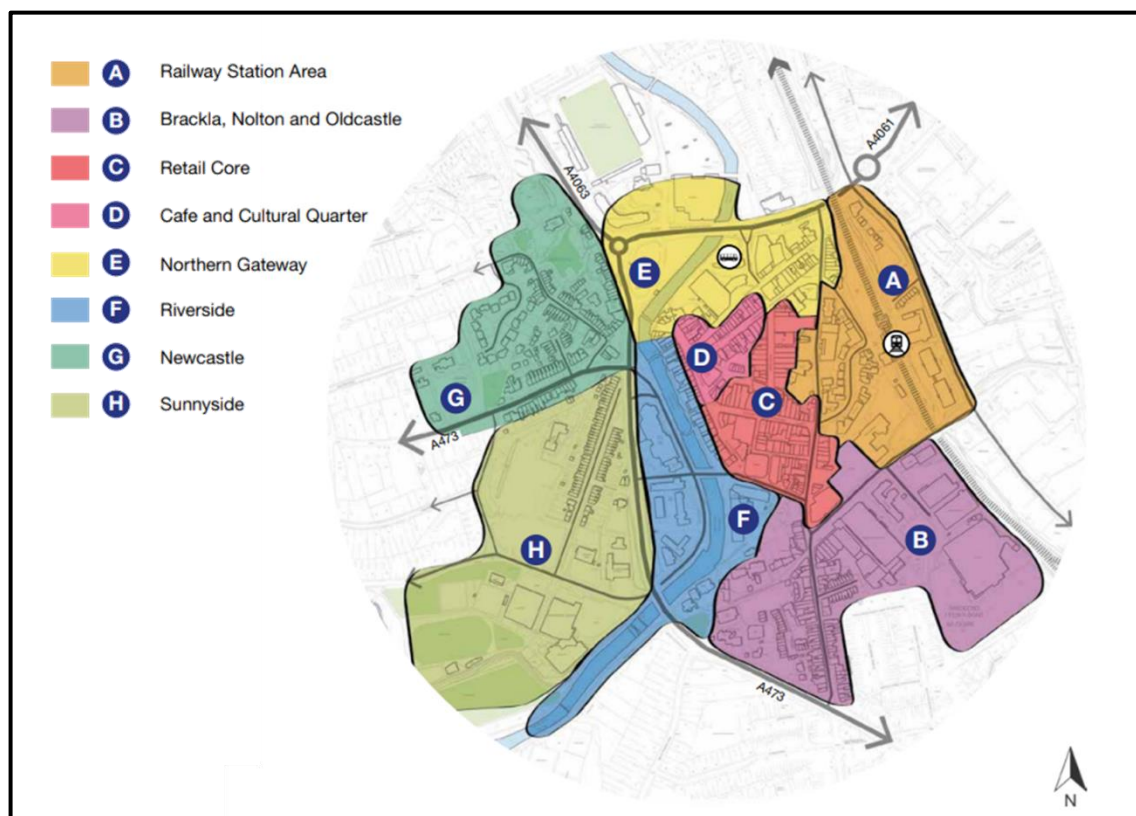


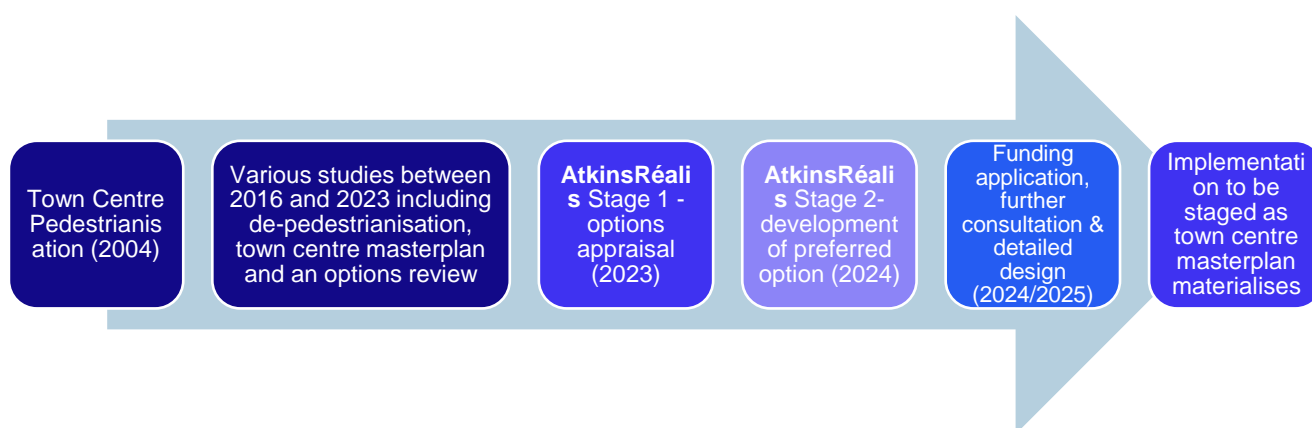
Figure 1-2 - Development Zone Map⁴



1.3 Study Status and Context

BCBC has been asked to consider de-pedestrianisation as a potential solution to reverse the decrease in footfall in the town centre area. The AOA study, commissioned by BCBC, followed two previous commissions undertaken since 2016 which both looked at whether elements of the town centre could be de-pedestrianised. A summary of the status of the overall study programme is presented in Figure 1-3.

Figure 1-3 - BTC Town Centre Accessibility Timeline



⁴ Bridgend County Borough Council, Building Design Partnership Ltd, PJA, Gleeds (December 2021). *Bridgend Town Centre Regeneration Masterplan*. Accessed online at: <https://www.bridgend.gov.uk/media/3b0fvv42/bridgend-town-centre-masterplan.pdf>

The 2016 study assessed (1) suspending pedestrianisation at all times, (2) limiting pedestrianisation to between 11am and 3pm, and (3) reversing the one-way system on Wyndham Street and Caroline Street. The study found that pedestrianisation focussed on the 11-3 peak period allowed for a good balance of visitor / shopper experience, while allowing for intensification and flexibility of the night-time economy and limiting wear and tear on the paving surfaces by limiting loading periods.

A second study in 2019, assessed the impact of de-pedestrianising the road from the southern end of Queen Street up to Dunraven Place and eastbound along Market Street to its junction with Quarella Road. The study concluded “the results of this study, based on safety and costs alone, recommend that Queen Street, Dunraven Place and Market Street remain a Pedestrian Zone and if vehicle traffic is reintroduced to the Study Area BCBC would need to accept the risks to public safety that would be reintroduced”.

Following on from these two studies, the Bridgend Town Centre Regeneration Masterplan 2021 (RM) assessed the findings from the 2016 and 2019 reports, finding that the zone assessed by 2019 report (southern end of Queen Street, Dunraven Place and Market Street up to the junction with Quarella Road) ‘could benefit from flexible vehicular access and that this was currently defined by a 20mm kerb upstand, tactile paving at crossing points and contrasting materials, and thus did not run counter to the pause on level surface schemes’. However, please see section 1.4 for the current interpretation of level surface scheme guidance and the Welsh Government position on this.

The AOA report was produced in response to the consideration for de-pedestrianisation in the RM report. The outcome of the report was the composition of three potential de-pedestrianisation options for the area. The options were created with an aim of balancing the competing aims and priorities of stakeholders in BTC, substantiated by policy and context analysis.

1.4 Level Surface Scheme Guidance

In September 2018 the Department for Transport (DfT) issued a pause on the introduction of new shared space schemes that feature a level surface. A level surface is defined as a design feature in which the level difference between footway and carriageway is removed. The focus of the guidance was on areas with relatively large amounts of pedestrian and vehicular movement, such as high streets and town centres. This guidance applied to local authorities in England but has been reflected in the Active Travel Act Guidance (ATAG, 2021)⁵ applicable in Wales. Paragraph 11.11.2 of ATAG states:

‘A review undertaken in 2018 by Institute of Highway Engineers has identified two types of approach; Pedestrian Prioritised Streets with very low volumes of motor traffic where the whole street surface is primarily for pedestrians; and Informal Streets where volumes are higher and designated space for walking and cycling is required, as well as defined pedestrian crossing points.’

It goes on to highlight that blind and partially sighted people find shared space difficult to use and may avoid such areas due to fear of road danger and difficulty in navigating through the space. Noting that such issues apply within town centres and high streets. Paragraph 11.11.5 states:

‘Currently the only confirmed demarcation fully detectable to most blind people and recognised by guide dogs is a footway raised above the carriageway with at least 60mm kerb upstand. Colour, texture and tonal contrast between the carriageway and the footway areas will also help.’

⁵ Source: [Active Travel Act guidance \(gov.wales\)](https://gov.wales/active-travel-act-guidance)

The interpretation of this guidance is that for Informal Streets (i.e., streets that do not experience very low volumes of motor traffic) a demarked kerb upstand of 60mm is required. It is understood that none of the streets within the currently pedestrianised part of Bridgend town centre has a kerb upstand of 60mm.



2. Town Centre Access Options

2.1 Overview

In this Chapter, options identified in the AOA report are presented with additional contextual information. These options form the basis of options for appraisal in this study.

2.2 Option Development

The following processes were undertaken in the AOA study to develop a series of potential options:

- Engaging relevant stakeholders, including statutory stakeholders and internal BCBC officers.
- Undertaking a survey of traders to understand their requirements and insights.
- Exploring options for improved town centre access.

A summary of the three options that were developed following this process is outlined in the following sections, with more detailed information presented in tables contained in Appendix A.

Each option presents a potential change to the way in which access, particularly vehicular access, can be achieved in the town centre.

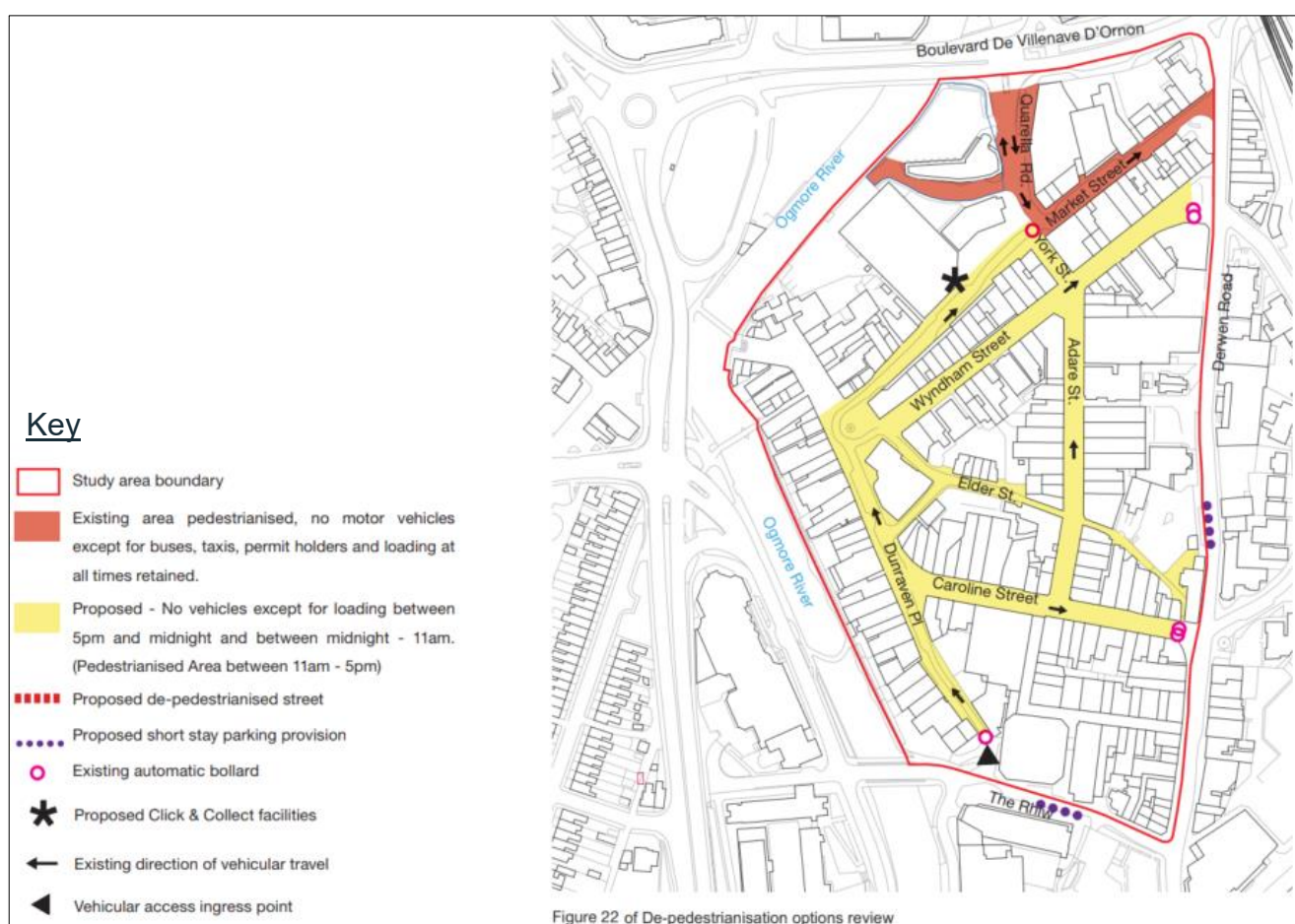
2.2.1 Option 1 – Light Touch

This option outlines several light touch proposals that aim to strike a balance between the needs of traders and visitors to the town centre. This option retains pedestrianisation for a shorter period than existing covering a period from 11am to 5pm, rather than the current arrangement of 10am to 6pm. Outside of these periods access will be permitted to the town centre streets for loading only. Note the existing one-way systems in the town centre would be retained.

This option would provide additional time for loading in the morning and evening but would not re-introduce general traffic to the town centre. It is anticipated that this option would retain very low vehicle numbers and remain a Pedestrian Prioritised Street as set out in ATAG.

The option is presented in Figure 2-1.

Figure 2-1 - Option 1



2.2.2 Option 2 – Time Limited De-pedestrianisation of Selected Streets

Option 2 presents a time limited approach to the de-pedestrianisation of parts of the town centre. In this option the pedestrianisation period would be reduced from the existing 10am to 6pm so that it applies between 11am and 3pm instead.

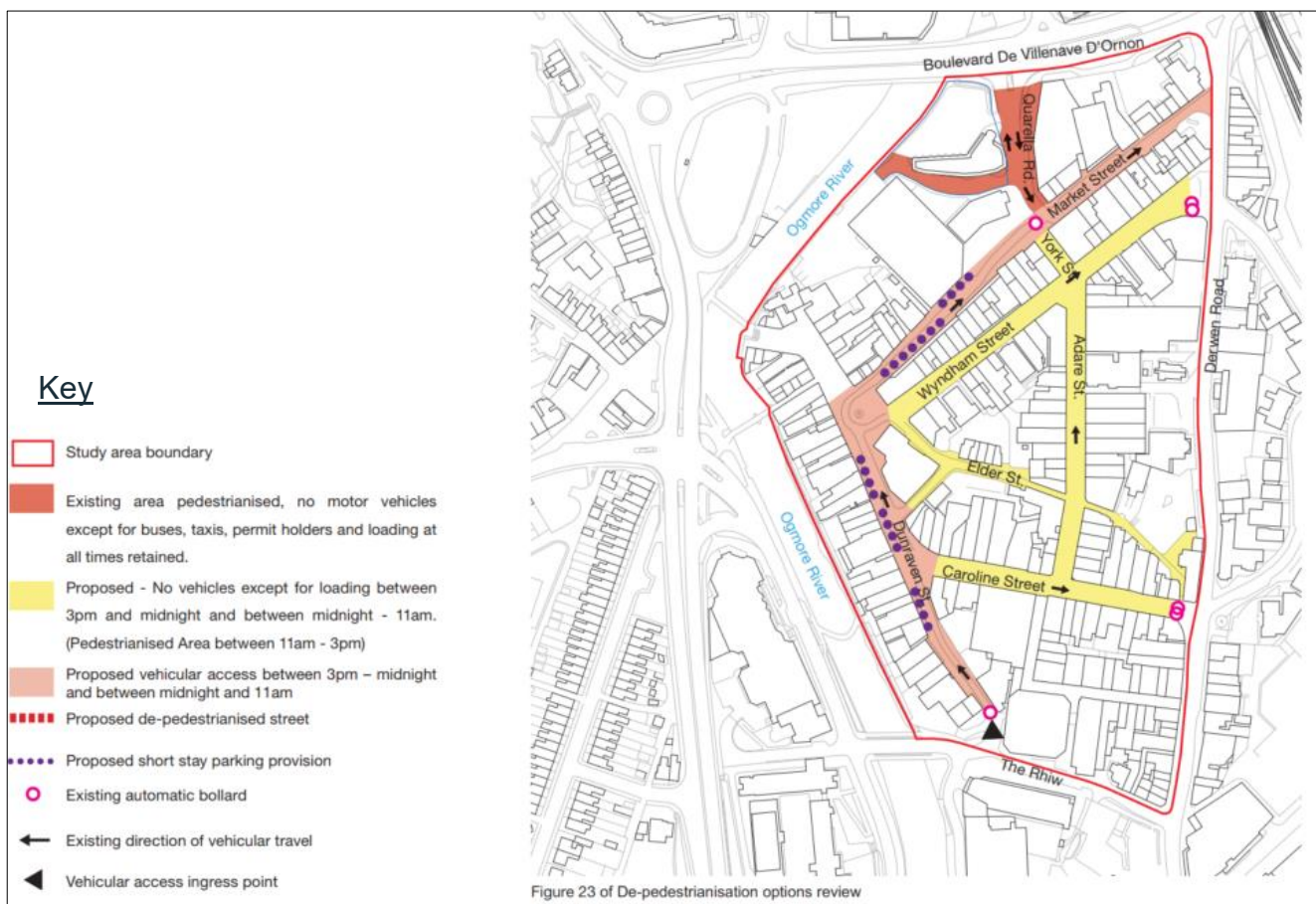
In this option all vehicular traffic would be allowed access to Queen Street, Dunraven Place and Market Street, with the existing northbound only one-way system retained. In addition, short-stay parking would be provided at appropriate locations on Dunraven Place and Market Street which would be accessible to vehicles outside of the 11am to 3pm pedestrianised period.

This option would enable all vehicles to access the town centre route outside of 11am and 3pm presenting a through route for some traffic movements. It is likely that this option would result in a sizeable increase in traffic volumes making Queen Street, Dunraven Place and Market Street 'Informal Streets' as designated by ATAG, which would require construction work to provide a 60mm kerb upstand.

The other streets that make-up the pedestrianised town centre area, including Wyndham Street, Adare Street, Elder Street and Caroline Street would be retained as access for loading only. However, the period during which pedestrianisation is applied to these streets would also be reduced to 11am to 3pm, increasing the period during which loading is allowed by an hour in the morning and three hours in the afternoon / evening.

The option is presented in Figure 2-2.

Figure 2-2 - Option 2



2.2.3 Option 3 – Full De-pedestrianisation of Selected Streets

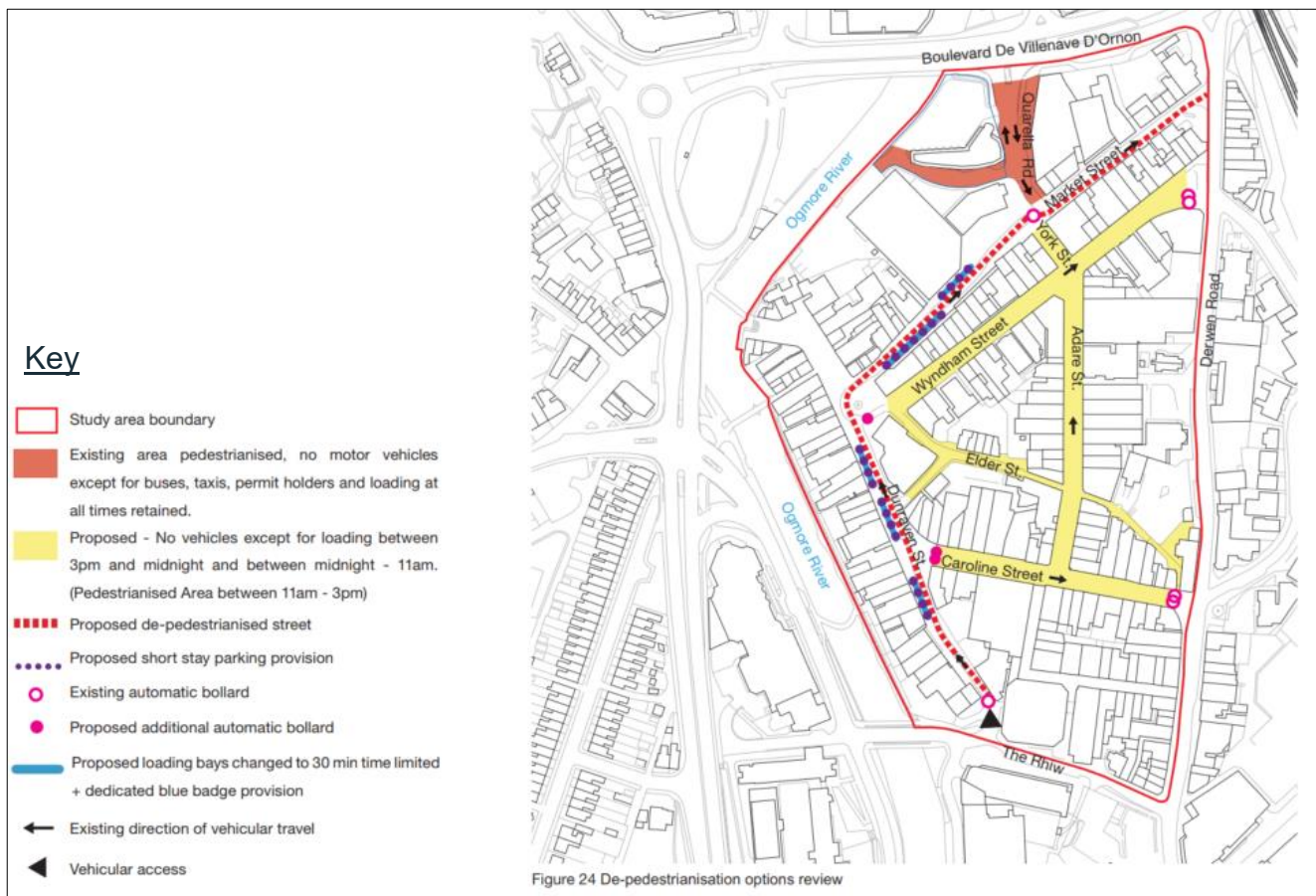
Option 3 presents a more extensive approach to de-pedestrianising Queen Street, Dunraven Place and Market Street. In this option all vehicular traffic would be allowed access to these roads at all times of the day. The routes would retain the existing one-way system that operates northbound. In addition, short-stay parking would be provided at appropriate locations on Dunraven Place and Market Street which would be accessible to vehicles at all times.

This option would enable all vehicles to access the town centre route, at all times, presenting a through route for some traffic movements. It is likely that this option would result in a sizeable increase in traffic volumes, making Queen Street, Dunraven Place and Market Street 'Informal Streets' as designated by ATAG, which would require construction work to provide a 60mm kerb upstand.

The other streets that make-up the pedestrianised town centre area, including Wyndham Street, Adare Street, Elder Street and Caroline Street will be retained as access for loading only. However, this will be time limited so that loading access would only be permitted outside of the 11am to 3pm pedestrianised period.

The option is presented in Figure 2-3.

Figure 2-3 - Option 3



3. Socio-demographic context

To frame the review of potential options and assessment of the socio-demographic context has been undertaken, which is summarised in this section. An understanding of demography, travel to work patterns, and existing transport infrastructure can help focus the development of an option to ensure that access to BTC is fit for purpose and serving the needs of the people that currently, and potentially could use it.

3.1 Demographics

Population

The population representation in age is comparable between Bridgend Central, Bridgend County Borough (BCB) and Wales (see Table 3-1), with no significant disparity.

In the context of this study, the most relevant age groups, from a road safety perspective, are those recognised as being vulnerable⁶: those aged over 65 and under 15. This is primarily due to mobility issues (>65 age group) and distraction (<15 age group). In Bridgend Central, 17% of the population are under the age of 15, and 22% are over the ages of 65. A significant proportion [39%] of the population in Bridgend Central are therefore considered as vulnerable road users. It is recommended that BCBC consider the range and abilities of all ages in the evaluation and delivery of this scheme.

Table 3-1 - Age demographics of Bridgend Central, Bridgend County Borough and Wales⁷

Age	Bridgend Central		Bridgend County Borough		Wales	
	#	%	#	%	#	%
<15	1,715	17%	26,005	18%	548,078	18%
16-24	869	9%	13,441	9%	329,080	11%
25-64	5,221	52%	75,945	52%	1,568,291	50%
>65	2,263	22%	30,095	21%	662,043	21%
Total	10,068	100%	145,486	100%	3,107,492	100%

General Health

General health trends are similar between Bridgend Central, BCB and Wales (see Table 3-2).

The largest proportion representation for general health is 'Very good health', followed by 'Good health' and 'Fair health'. Less than 6% of the population for all locations are identified as having 'Bad Health', and 2% of the population reported as having 'Very bad health'. The only significant difference in trend is noted in the 'Very good health' category where 46% of BCB and Wales's population, respectively, have 'Very good health'. Bridgend Central stands at 43% in the same category. Whilst data conveys that the majority of the population residing in Bridgend Central have Fair to Very good health, 76% of which have Good to Very good health, development and evaluation of Options must still be inclusive of those with Bad to Very bad health (8%).

⁶ Road Safety Scotland (n.d.). *Vulnerable road users should always come first*. Accessed online at: <https://roadsafety.scot/road-user-advice/vulnerable-road-users/>

⁷ Office for National Statistics (2021). *TS007A - Age by five-year age bands*. Accessed online at: <https://www.nomisweb.co.uk/>



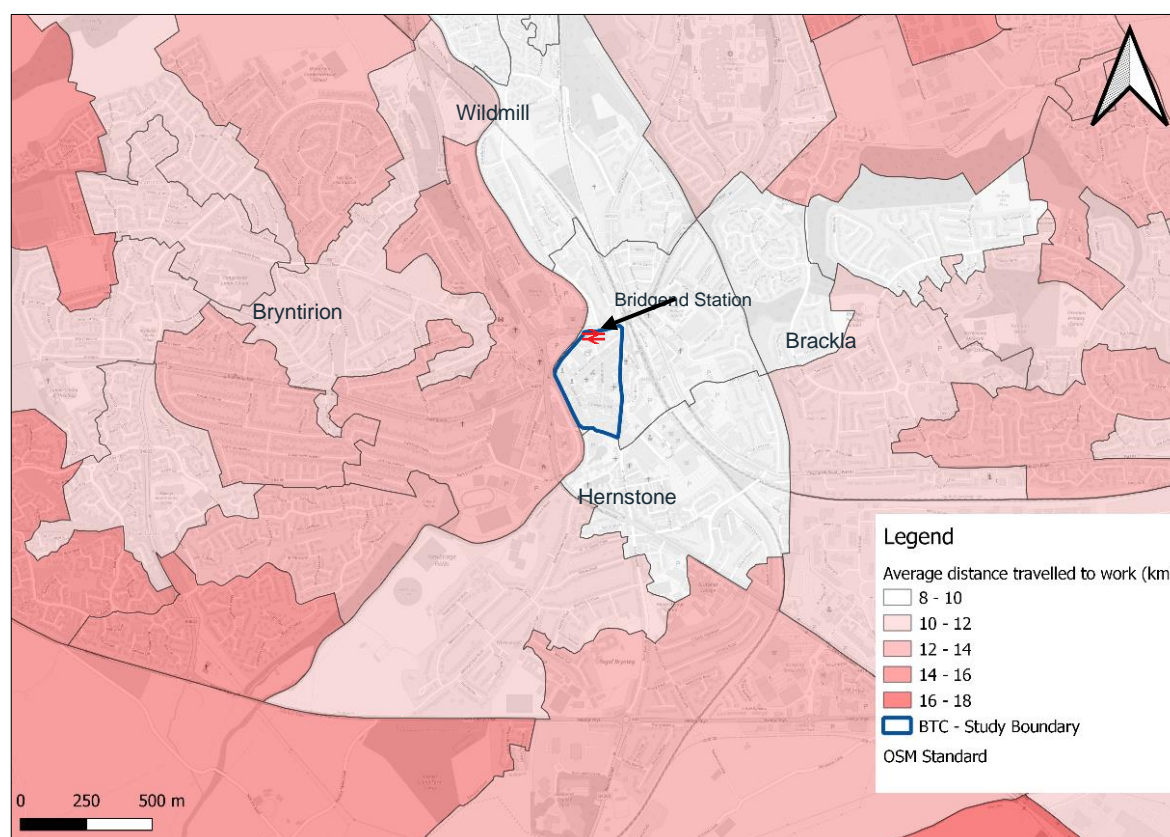
Table 3-2 - Health Data of BCB and Bridgend Central⁸

Health	Bridgend Central		Bridgend County Borough		Wales	
	#	%	#	%	#	%
Very good	4,210	42%	66,751	46%	1,436,479	46%
Good	3,388	34%	46,142	32%	1,005,485	32%
Fair	1,625	16%	21,589	15%	449,655	14%
Bad	644	6%	8,254	6%	164,102	5%
Very bad	206	2%	2,752	2%	51,774	2%
Total	10,068	100%	145,486	100%	3,107,492	100%

3.2 Travel Distances

Figure 3-1 shows the average distance travelled to work (km) in Bridgend and surrounding areas based on the results of the 2011 Census (note 2021 Census data was not used due to the impacts of the Covid-19 pandemic). The figure shows that residents living within the centre of Bridgend travel less than 10km to work on average, whilst those living on the outskirts travel further on average. Overall, the Census data indicates that BTC is within the average travel to work distance for those living within Bridgend and surrounding areas. On this basis BTC can be considered within accessible distance of the surrounding areas.

Figure 3-1 - Distance Travelled to work⁹






























⁸ Office for National Statistics (2021). TS037 - General health. Accessed online at : <https://www.nomisweb.co.uk/>

⁹ Office for National Statistics (2021). Accessed online at : <https://www.nomisweb.co.uk/>

Figure 3-2, taken directly from the Active Travel Act Guidance (ATAG) illustrates the active travel (walk and cycle) distance that are considered acceptable to those travelling for utility journeys.

Figure 3-2 - Typical distance range for each mode of active travel¹⁰

Typical distance range for each mode of active travel							
Mode	Less than 1 mile	Up to 2 miles	Up to 3 miles	Up to 4 miles	Up to 5 miles	Up to 7.5 miles	Up to 15 miles
							
							
e- 							
Colour	Average active user likelihood						
	Many users likely to travel this distance for utility journeys						
	Some users likely to travel this distance for utility journeys						
	Few or no users likely to travel this distance for utility journeys						

The distances that ATAG designates as ‘many users likely to travel this distance for utility journeys’ have been mapped in the context of BTC.

Figure 3-3 illustrates the walking distances that would be acceptable for many, whilst Figure 3-4 illustrates the cycling distances that would be acceptable for many.

The figures illustrate the acceptable distances using isochrones. Each isochrone has an outer boundary showing the area within a specified walk or cycle distance of BTC. In figure 3-3, for instance the dark green area indicates all areas within a 1-mile (1.6km) walk distance, the outer lighter green area indicates the areas between a 1 and 2 mile (1.6 – 3.2km) walk distance of BTC.

¹⁰ Welsh Government (July 2021). *Active Travel Act [Wales] Guidance*. Accessed online at: <https://www.gov.wales/sites/default/files/publications/2022-01/active-travel-act-guidance.pdf>

Figure 3-3 - Walking distances from Bridgend Town Centre

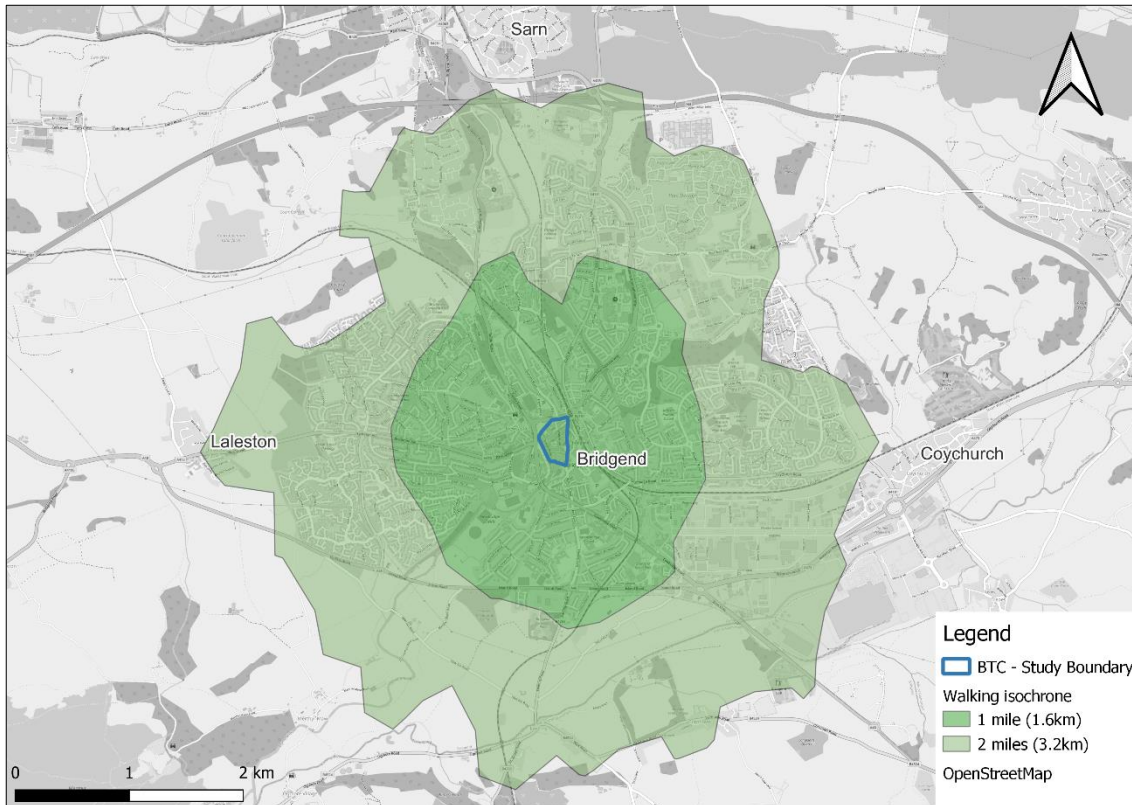


Figure 3-4 - Cycling distances from Bridgend Town Centre

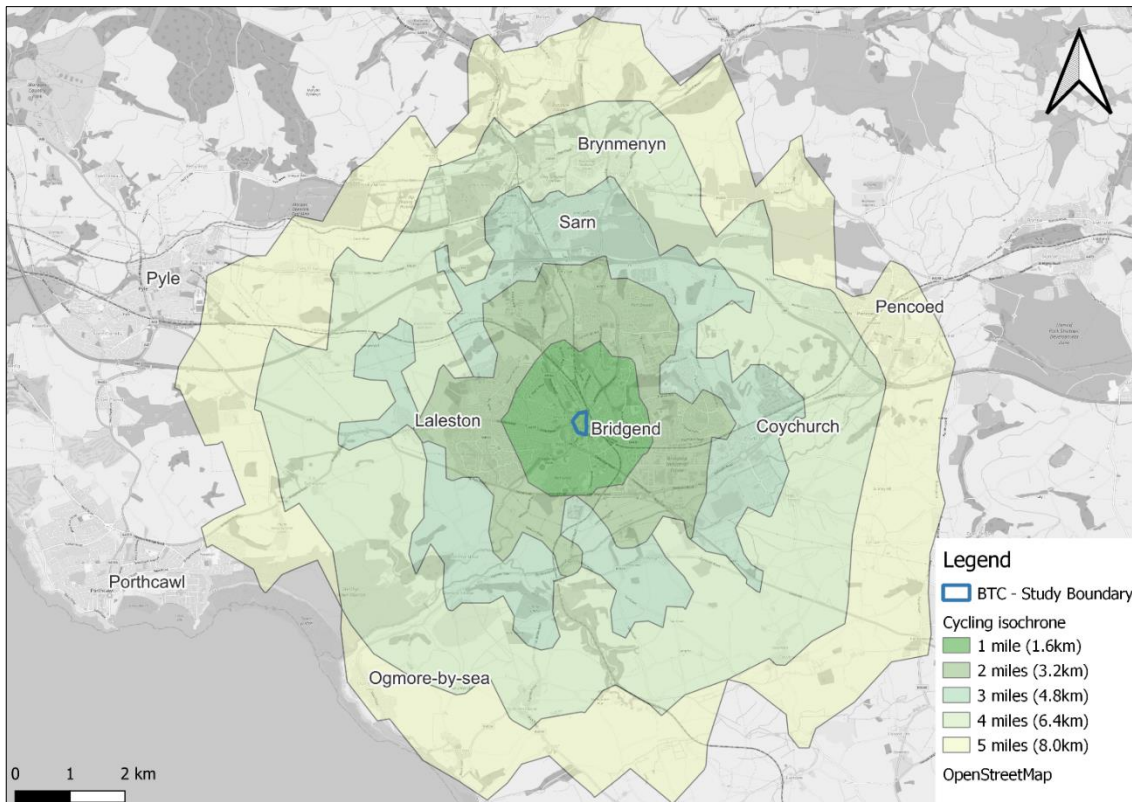


Figure 3-3 indicates that almost all of Bridgend could be considered within acceptable walking distance of BTC based on the ATAG guidance. Similarly, Figure 3-4 indicates that all of Bridgend is within acceptable cycling distance of the town centre and so are significant parts of the surrounding area, including parts of Pencoed and Ogmore.

Overall, it is considered that BTC is within acceptable distance for access by active travel modes for a significant proportion of the local population. However, it is recognised that the existing infrastructure may not be of sufficient standard to enable all users to undertake such journeys.

3.3 Transport Infrastructure

The multi-modal transport infrastructure within BTC and within the vicinity of the study area is reviewed within this section, to allow the existing accessibility of the area to be understood.

3.3.1 Active travel

Active Travel Network

The Welsh Government introduced the Active Travel (Wales) Act 2013 that places a legal requirement on Local Authorities to map, plan, *improve and promote active travel routes*, with authorities required to produce maps showing existing routes (ERM) and planned future routes (INMs) covering a 15-year programme. There is also a requirement to update these maps, now combined into the Active Travel Network Maps (ATNM) every five years.

To consider the walking and cycling network within the BTC area reference is made to the latest BCBC Active Travel Network Map (ATNM) ¹¹, a summary of which is presented in Figure 3-5.

¹¹ Source: <https://datamap.gov.wales/maps/active-travel-network-maps/>

Figure 3-5 - BCBC ATNM summary



Figure 3-5 illustrates that the principal routes through the study area are currently referenced within the ATNM as ‘existing walking routes’ with no cycle routes currently identified. It is noted however, there are several ‘future walking and cycling routes’ identified in the vicinity of the study area, which could serve to improve active travel accessibility to the BTC in the future.

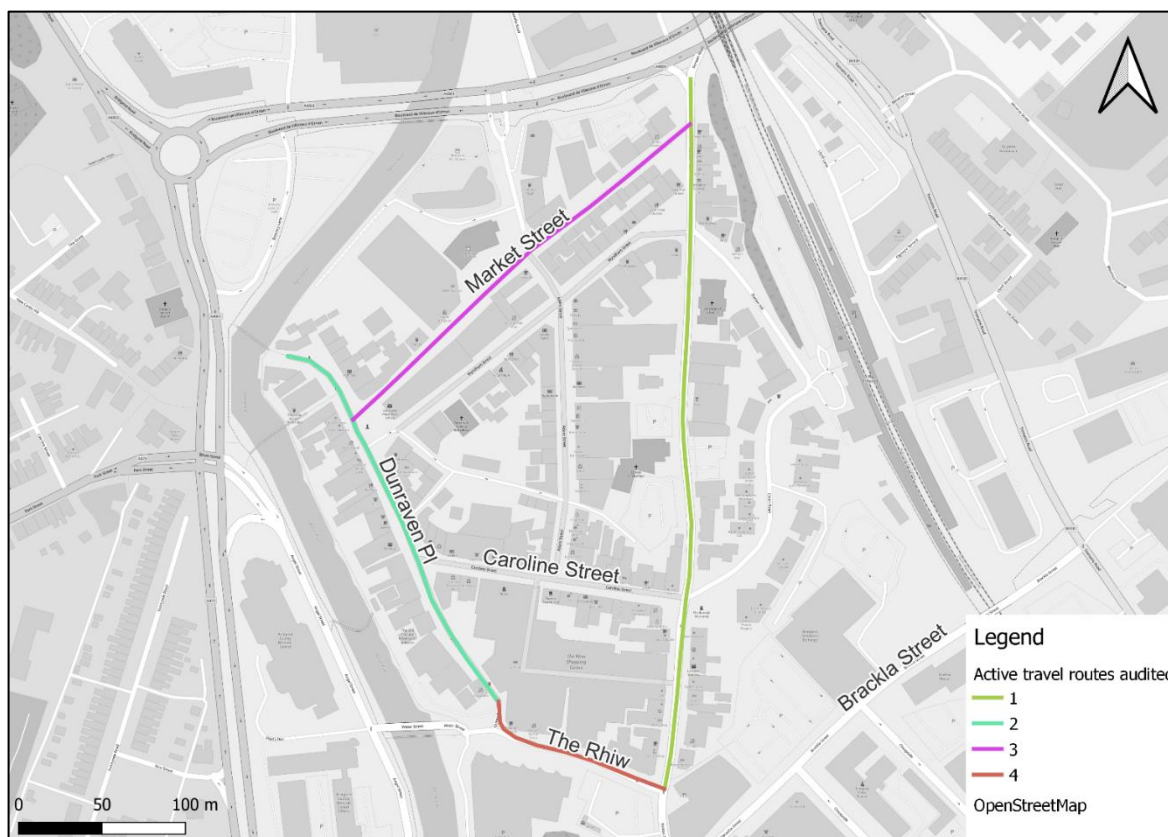
It should also be noted that any potential future funding applications for any active travel improvements may be predicated on the route being included on the ATNM, and as such a review of the suitability of the ATNM within BTC may be appropriate. Early discussions would be needed with TfW / Sustrans to amend the ATNM.

Active Travel Network Route Audits

Walking and cycle route audits have been undertaken on routes within BTC that would potentially be impacted by a de-pedestrianisation scheme, to understand the current level of provision and to provide an indication as to how any change could impact active travel access. These audits also help ascertain whether any improvements to the active travel infrastructure could provide benefit to the town centre.

The route plan used for the audits is presented in Figure 3-6.

Figure 3-6 - Active travel route audit plan



A summary of the route audit scores is provided in Table 3-3

Table 3-3 - Active travel route audit summary

Metric	Route 1	Route 2	Route 3	Route 4
Walking route audit score	25/40 (63%)	35/40 (88%)	27/40 (68%)	24/40 (60%)
Cycle route audit score	24/50 (48%)	Critical fail – cycling prohibited	Critical fail – cycling prohibited	21/50 (42%)

The results show that the active travel route audit scores are low, particularly for cycling. They are generally below 70% which is below the recommended pass mark included within the Active Travel Design Guide.

Route 2 scored 88% (a strong pass) for its walking audit due to the quality of the pedestrian provision. Route 3 was close to a pass but failed due to the fact the pedestrian provision on the eastern part of the route was of lower quality than the western part. Route 1 and 4 failed due to inconsistent widths and obstacles within the circulation of the footways.

All of the cycling route audits failed, mainly due to a lack of dedicated provision, insufficient signage, or narrow widths. Routes 2 and 3 did not have scores and critically failed due to cycling being prohibited on these routes. The audit scores indicate that the town centre could benefit from improvements to the active travel infrastructure.

3.3.2 Public Transport

Bus

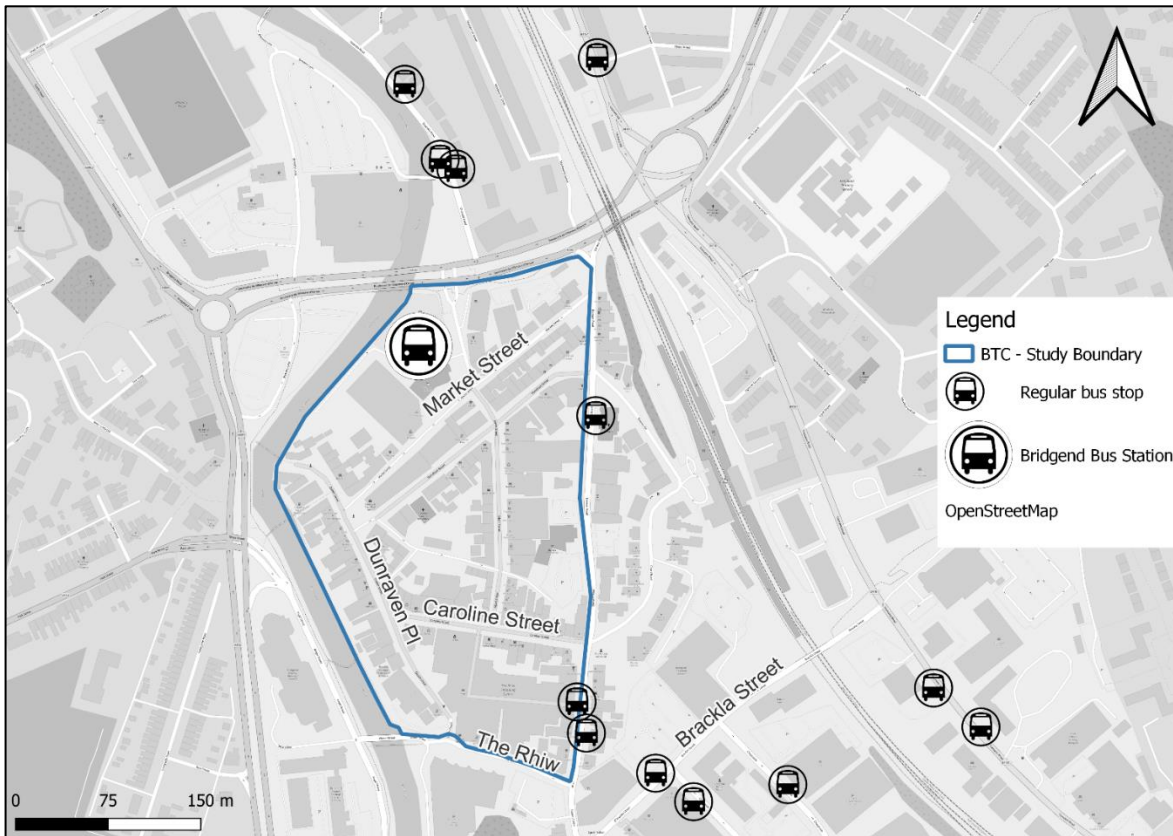
BTC has relatively good public transport infrastructure with a bus station located in the northern part of the study area. Buses access the station via Quarella Road, which links with the A4061 to the north and to the non-pedestrianised section of Market Street to the south.

There are also two southbound bus stops located on Derwen Road and Nolton Street on the eastern boundary of BTC and a northbound bus stop on Nolton Street. A summary of the infrastructure at these stops is as follows:

- Derwen Road southbound – flagpole with raised kerbs, no shelter or timetable information.
- Nolton Street southbound – shelter with seating and raised kerbs.
- Nolton Street northbound – flagpole with timetable information, no shelter or raised kerbs (surface level access between carriageway and bus stop).

There are also bus stops located to the south-east on Brackla Street and Cheapside, and further afield to the north of the A4061 and east of the railway line. Bus infrastructure is illustrated in Figure 3-7.

Figure 3-7 - Bus stop provision



Key bus/coach services include local services between Bridgend and Swansea, Cardiff, Neath, Porthcawl and Pontypridd. National coach services include services to London, Swansea, Hull and Birmingham (see Table 3-4). There is current uncertainty in the funding of bus services in Wales and significant potential for changes in the services that are set out.

Table 3-4 - BTC and National Express Services

Bus/Coach Service	Bus route
Local	
X1	Bridgend - Swansea
X2	Cardiff - Bridgend - Porthcawl
X4	Bridgend - Port Talbot - Neath
63/63B	Bridgend - Porthcawl
65	Bridgend - Talbot Green
68/69	Bridgend – Cefn Glas (Circular)
70/71	Bridgend - Maesteg - Cymmer
72	Bridgend - Blaengarw
74	Bridgend - Nantymoel
76	Bridgend - Bettws
172	Bridgend - Merthyr Tydfil
303	Bridgend - Llantwit Major - Rhoose - Barry
404	Bridgend - Pontypridd
National Express Coaches	
201	Gatwick - Heathrow - Bristol - Chepstow - Newport - Cardiff - Bridgend - Swansea
202	Heathrow - Bristol - Newport - Cardiff - Bridgend - Swansea
322	Hull - Nottingham - Birmingham - Worcester - Newport - Cardiff - Bridgend - Swansea
343	Birmingham - Worcester - Monmouth - Newport - Cardiff -

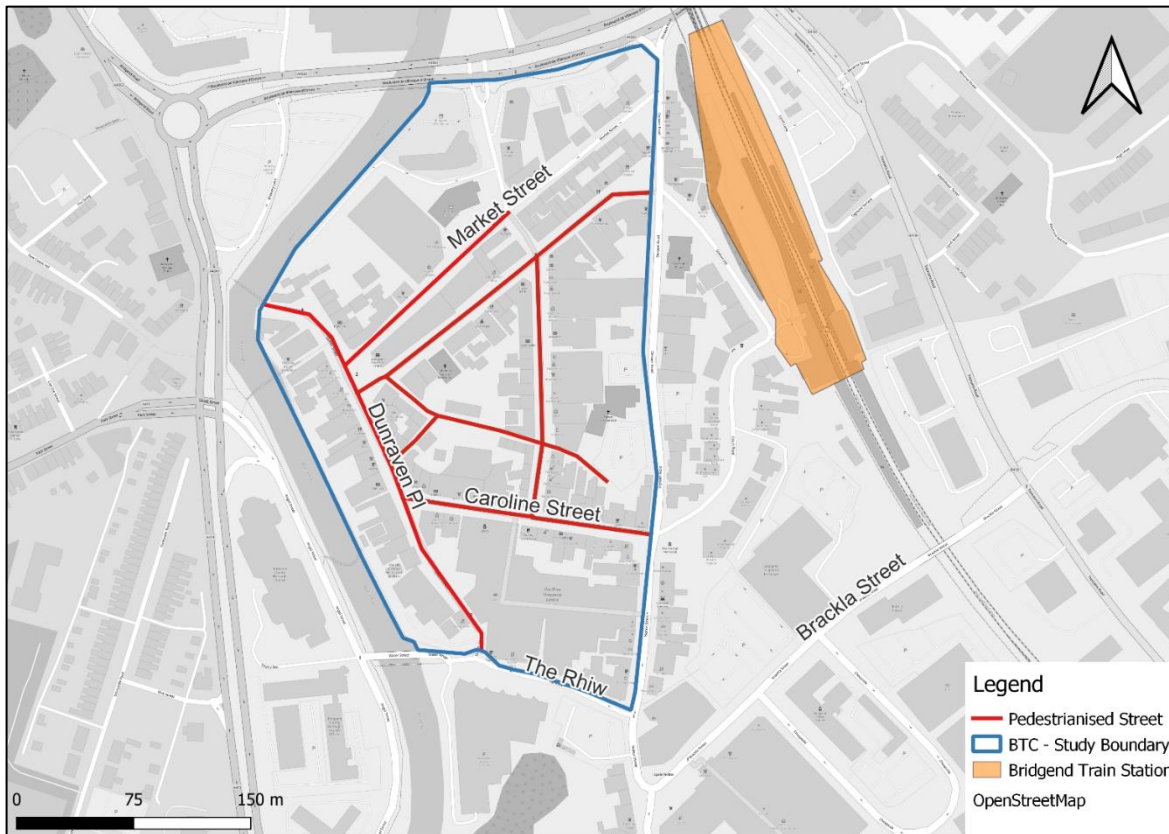
Rail

Bridgend Railway Station is located immediately to the east of the study area as shown in Figure 3-8.

It is well connected to key destinations including Cardiff, Swansea, Carmarthen, Newport, Bristol, Reading and London, with regular train services. Transport for Wales (TFW) operate the Marches Line, Maesteg to Cheltenham Spa, Swanline and South Wales Valley Line which provide access to key railway stations including Cardiff Central, Swansea, Carmarthen and Newport. Whilst the Great Western Railway operate the London – Swansea line, which run hourly (with extra services at peak hours). The entrance to the station is situated 145m southeast of Wyndham Street (the most accessible route north of the site) and 182m northeast of Caroline Street (the most accessible route south of the site). Rail is considered an accessible means of transport to BTC for the majority of visitors.



Figure 3-8 - Bridgend Railway Station

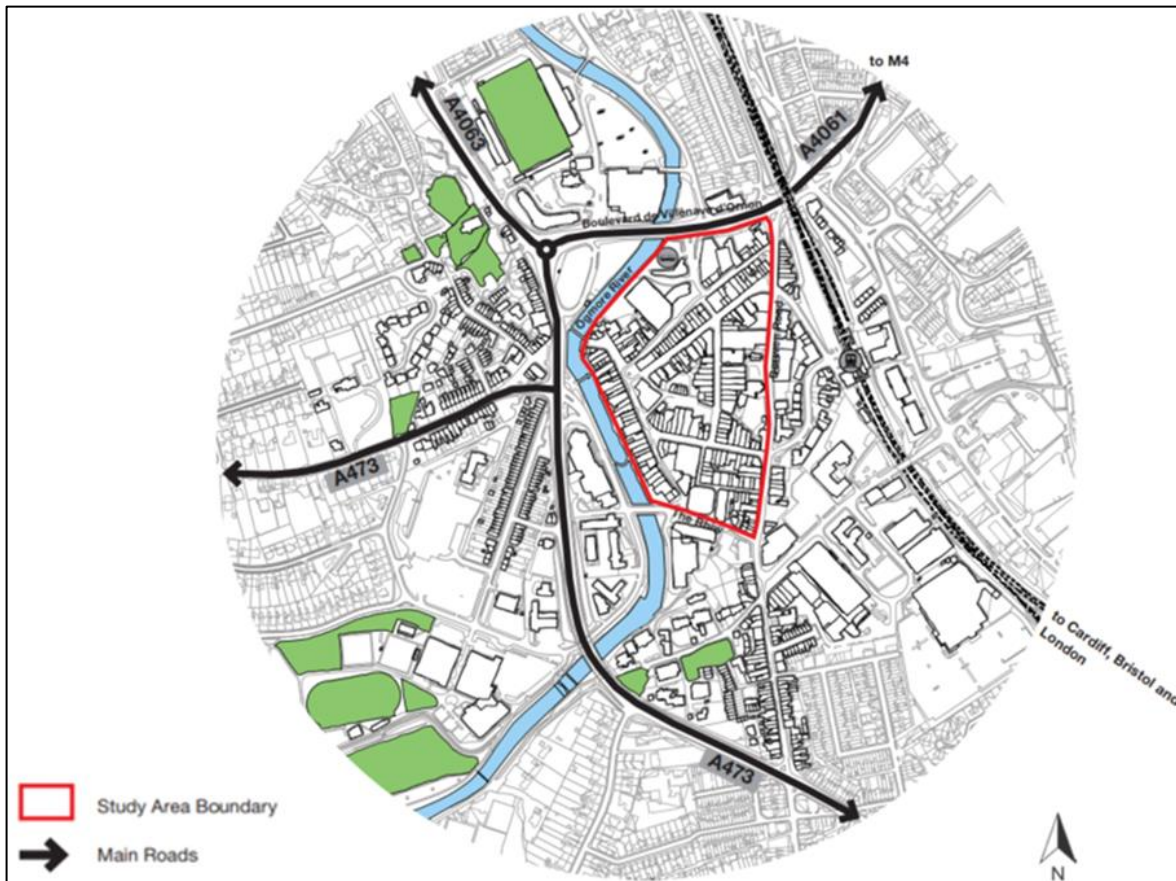


3.3.3 Highway Network

BTC is well connected with key parts of the highway network including the A4061, A4063, A473 and the A48. These routes are summarised in the following (and illustrated in Figure 3-9):

- The A4061 – primarily a two-lane dual carriageway that provides connectivity through the northern / north-eastern part of Bridgend and on to surrounding areas to the north, such as Bryncethin, Ogmore Vale and Nant-y-moel. Provides a connection to the M4 Junction 36 and the Designer Outlet Bridgend, out of town retail outlet.
- The A4063 – primarily a two-lane dual carriageway that provides connectivity through the northern / north-western part of Bridgend and on to surrounding areas to the north, such as Tondy, Maesteg and Cymer.
- The A473 – provides an east-west link in the vicinity of BTC. Immediately to the west it provides a key single lane single carriageway route providing connectivity through the western part of Bridgend and on to the A48. It also leads south and east of BTC through the urban extent of Bridgend. To the south of the town it provides a primarily two-lane dual carriageway route linking east to Pencoed and the M4 Junction 35. Further east it is a key single carriageway route leading to Talbot Green and beyond via Bryncae and Llanharan.
- A48 – provides a key east-west route providing connectivity to the south of Bridgend (approximately 1.5km south of BTC). It connects with Cowbridge and the western outskirts of Cardiff to the east and with North Cornelly and Pyle to the west.

Figure 3-9 - Bridgend Town Centre – Highway Network¹²



In summary, as would be expected of a town centre location, BTC is well connected for access via key parts of the highway network. Main highways lead in all directions to and from BTC, linking with other parts of the town, the wider hinterland and major road junctions including with the M4 motorway.

3.3.4 Car Parking

There is existing car parking provision in and around the study boundary to the northwest, northeast, southeast and south of the site (see Figure 3-10). A summary of car park accessibility is displayed in Table 3-5. The site is very well provisioned in terms of number of car parking spaces with 708 in total, 413 of which are free for 2 hours. In addition to this, all car parks are less than 800m from the town centre, which is the acceptable accessibility standard set by Sustrans for walking & wheeling to key services¹³.

It is important to note the following issues which may impact on the accessibility of these car parks:

- Disabled parking bays have not been accounted for in Table 3-5.
- The total does not account for any on-street parking provision.
- The condition of car parking facilities has not been assessed.

¹² Bridgend County Borough Council, Building Design Partnership Ltd, asbri, Cooke & Arkwright, PJA (March 2023). *Bridgend Town Centre Accessibility Options Appraisal*. Accessed offline.

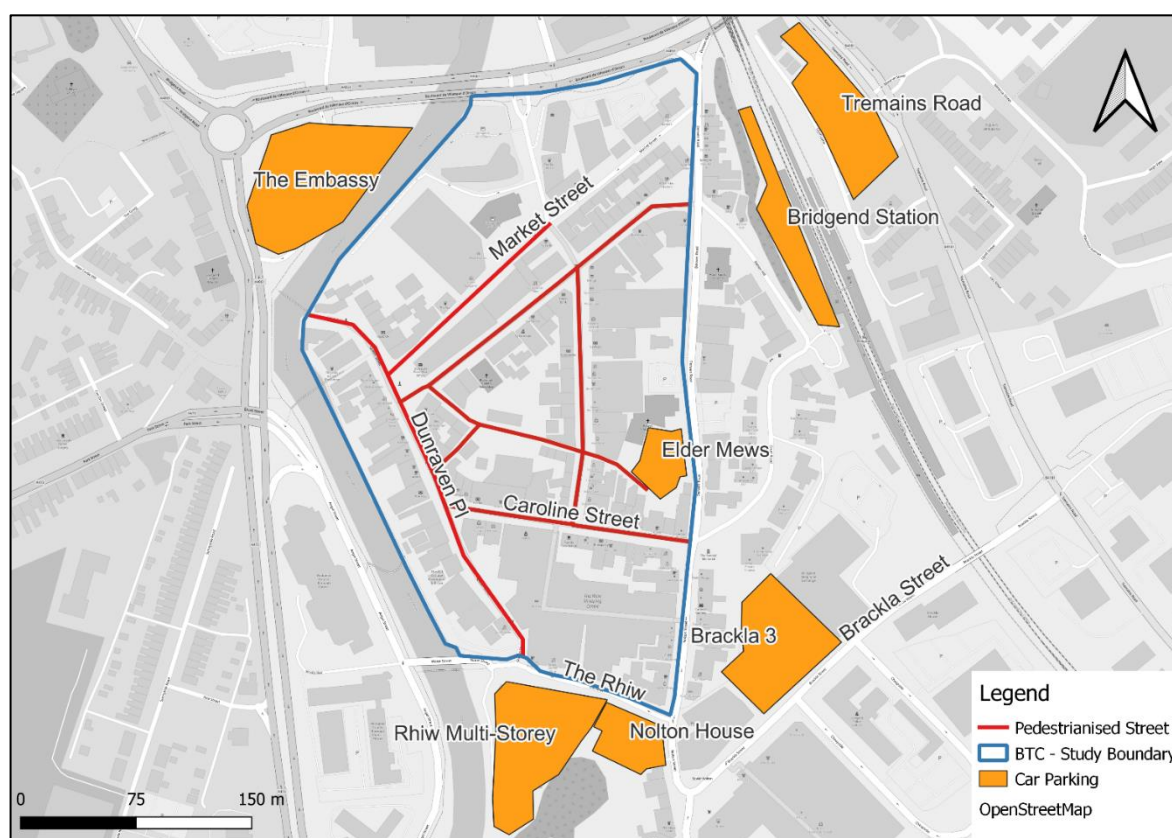
¹³ Sustrans (May 2022). *Walkable neighbourhoods - Building in the right places to reduce car dependency*. Accessed at: <https://www.sustrans.org.uk/media/10520/walkable-neighbourhoods-report.pdf>

- The condition of footways or path between the BTC site boundary and car parking facility has not been assessed.

Table 3-5 - Car Parking¹⁴

Car Park	Number of car parking spaces	Cost for 2 hours	Distance from BTC Study Boundary
Rhiw Multi-Storey	242	Free	40m
The Embassy	200	£1.50	30m
Tremains Road	56	£1.50	155m
Bridgend Station	95	£4	145m
Brackla 3	115	£1.50	50m
Nolton House	35	£2	20m
Elder Mews	27	£2	Within

Figure 3-10 - Off Road Car Parks



¹⁴ Parkopedia (n.d.). Accessed online at: <https://en.parkopedia.co.uk/>

4. Benchmarking Review

A benchmarking exercise has been undertaken to consider the potential economic impact of de-pedestrianisation. This has been based on a review of available literature around the potential economic benefits and disbenefits of increased cars within a town centre.

4.1 Travel Mode Spending

Following a review of various pieces of literature on 'travel mode spending', which provided a mixed overview of potential impacts; the following points are considered relevant to this study:

- UK high streets have been struggling for over two decades. The latest available data showing a 23.1% decrease in footfall compared to 2019 data (Statista, 2022)¹⁵. Nevertheless, well-planned improvements to public spaces within town and city centres have been shown to boost commercial trading by up to 30% (Transport for London, 2013)¹⁶.
- People who travel actively to the high street spend up to 40% more than people who drive as they tend to make more visits (Transport for London, 2014).
- Research from Living Streets shows that shoppers who arrive on foot can spend up to six times more than those who arrive by car (LivingStreets, 2018)¹⁷.
- Other studies support this suggestion (Bike Portland, Cycling UK, Sustrans 2020)^{18 19 20} which found, whilst drivers will spend more per visit, cyclists and pedestrians will visit more often, and therefore spend more overall.
- It is a common myth that removing parking spaces and reducing traffic in town centres will harm the local economy. A study published in 2021 conducted by IASS, found that on two Berlin shopping streets only 7% of customers travelled to the high street by car, accounting for just 9% of sales. When shop owners and traders were asked for their predictions of how people travelled, they estimated 22% of customers drove, an overestimation of more than three times (Institute for Advanced Sustainability Studies, 2021)²¹.
- This study is further supported by a study in Bristol, where retailers thought that just 12% of customers lived within half a mile, and 40% more than two miles away. In reality, 42% had travelled less than half a mile, and 86% less than two miles (CyclingUK, 2016)²².
- These studies highlight how the perception of car users can be much greater than their actual impact. More considerations should be made about the amount of cycle parking space that can be achieved in the same amount of space as a car space.

¹⁵ Statista (August 2022). UK retail footfall YoY change in high streets 2021. Accessed online at: [UK retail footfall YoY change in high streets 2021 | Statista](#)

¹⁶ Transport for London (2013). Walking and cycling: the economic benefits. Accessed online at: [Walking and cycling: the economic benefits \(tfl.gov.uk\)](#)

¹⁷ Living Streets (2018). The secret to saving our high street is in our feet. Accessed online at: [The secret to saving our high street is in our feet – new report | Living Streets](#)

¹⁸ Bike Portland (July 2012). Study shows biking customers spend more. Accessed online at: [Study shows biking customers spend more – BikePortland](#)

¹⁹ Cycling UK (August 2019). How investing in cycling makes more sense and more money. Accessed online at: [How investing in cycling makes sense and makes money | Cycling UK](#)

²⁰ Sustrans (July 2019). Common misconceptions of active travel investment. Accessed online at: [common-misconceptions-of-active-travel-investment.pdf \(sustrans.org.uk\)](#)

²¹ Institute for Advanced Sustainability Studies (June 2021). Local Business Perception vs Mobility Behaviour of shoppers: A survey from Berlin. Accessed online at: [content \(iass-potsdam.de\)](#)

²² Cycling UK (August 2019). How investing in cycling makes more sense and more money. Accessed online at: [How investing in cycling makes sense and makes money | Cycling UK](#)



- Since Covid-19 and subsequent lockdowns, many high streets used this time as an opportunity to close high streets to traffic and let local businesses expand into the road, thus improving the public space offering. One example, Cotham Hill in Bristol, has recently been under consultation to make the high street closure permanent. A recent survey of residents of this area showed an overwhelming 90% of those surveyed were in favour of keeping the closure with a series of one way that allow access for residents, businesses and visitors while reducing traffic speeds (BetterByBike, 2022)²³.
- However, the nearby Clifton village road closure has proved more controversial. A study commissioned by the Clifton Village BID group supplies a lot of anecdotal evidence from businesses suggesting sales and footfall are down. There is also evidence that poor implementation (lack of cycle parking provision, poor diversions, temporary structures) are negatively affecting this scheme. Despite this, the data shows that the impact on footfall due to the road closure has been minimal and difficult to quantify, but the closure seems to be affecting shopping habits across seven days (Clifton Village BID, 2021)²⁴.
- On a national level, the Government's own review suggests 69% of business owners support the reduction of traffic, and a further 61% support the re-allocation of road space for walking and cycling. (Gear Change, one year on review, 2021)²⁴.
- A national survey of BIDs resulted in 95% reporting that a good environment for walking was important to business performance, whilst a further 85% for cycling. This combined with earlier statistics stating that pedestrians and cyclists will spend more over more trips, clearly highlights the need for well-designed low traffic high streets and town centres (Healthy Streets, A business View, Transport for London, 2018)²⁵.
- Since Covid-19, there has been a meaningful change in spending patterns, with a much greater percentage of shopping trips now occurring on the weekend. This is likely due to the continued success of home working and therefore fewer commuters. The town centre is therefore seen as a destination for leisure time, and successful examples are designed with this in mind (Financial Times, 2022)²⁶.
- This idea of high streets as destinations for activities beyond the purely functional is supported by a 2022 study from the local government association. This study goes on to state that resilient high streets of the future should offer users experiences that go beyond purely retail or functional-orientated activities, and that flexibility of space should be built in. This again re-enforcing the importation of space allocation and prioritisation, if the high street is to be resilient in the future, then it must meet changing demands (LGA, 2022)²⁷.

Should town centres wish to develop and thus become more resilient then they should look to change and offer users further development which would encourage them into these areas at all times. However, a key focus should be placed upon the implementation of any scheme which is brought forward. The role of stakeholder and community engagement cannot be underestimated in generating support for any potential scheme.

4.2 Local Examples

In this section, a review has been undertaken of local examples of changes made to the town centre / high street access arrangements have been amended through a TRO change. Two examples have been identified in Rhondda Cynon-Taff (RCT), namely Tonypany Town Centre and Pontypridd Town Centre. An engagement meeting was held with RCT to identify any lessons learnt from the schemes.

²³ Clifton Village BID (January 2022). Review: Princess Victoria Street temporary road closure. Accessed online at: Clifton Village BID PVS Road Closure Report (final).pdf - Google Drive

²⁴ Department for Transport (May 2021). Gear Change: One year on review. Accessed online at: assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1007815/gear-change-one-year-on.pdf

²⁵ Transport for London (November 2018). Healthy Streets: A business view. Accessed online at: Healthy Streets: A Business View (tfl.gov.uk)

²⁶ Financial times (February 2022). High street spending recovers faster in smaller regional centres than in London. Accessed online at: [Subscribe to read | Financial Times \(ft.com\)](https://www.ft.com/content/2022/02/01/high-street-spending-recovery)

²⁷ Local Government Association (January 2022). Creating resilient and revitalised high streets in the 'new normal'. Accessed online at: [Creating resilient and revitalised high streets in the 'new normal' | Local Government Association](https://www.local.gov.uk/creating-resilient-and-revitalised-high-streets-in-the-new-normal)

Tonypandy Town Centre (2018)

The regeneration of Tonypandy Town Centre (TTC) in 2018 was a £1.5 Million project led by Rhondda Cynon Taf County Borough Council (RCTCBC) to stimulate and improve the economic regeneration of the main retail district of Tonypandy²⁸. The TTC scheme included the de-pedestrianisation of Dunraven Street over approximately 100m, with proposals including the following:

- Reintroduction of vehicles to the street, allowing traffic to flow one-way in a northerly direction.
- Raised footways to ensure a safer environment for pedestrians.
- Improvements to street furniture.
- Parking and loading laybys.
- New bus stop
- Grants available to businesses to improve shop frontages.

In November 2018, RCTCBC completed work at Dunraven Street to remove the 200-metre pedestrian-only zone, which had been in place since the 1990s. An increase of 15% [16,000] in TTC footfall was confirmed between October-December 2018 and January-March 2019²⁹. Footfall in TTC continued to increase by a further 16% [19,500] in April-June 2019, bringing the total cumulative increase in footfall to approximately 31% [35,000] since implementation of the TTC regeneration scheme.

Table 4-1 - Tonypandy Town Centre footfall

	2018	2019	
	October – December	January – March	April – June
Approximate footfall	98,462	114,462	133,696

Councillor Andrew Morgan, Leader of RCTCBC and Cabinet Member with responsibility for Highways, stated that the “first two quarters of 2019, suggests the scheme is working”. This is substantiated by Councillor Robert Bevan, RCTCBC’s Cabinet Member for Enterprise, Development and Housing, who commented: “I’m very pleased that the footfall figures for the Town Centre continue to rise following the strategic Highways scheme last year, to remove the pedestrian-only section of Dunraven Street with the intention of increasing passing trade”.

However, it should be noted that RCTCBC have recognised some issues following the implementation of this scheme, such as parking on pavements in TTC.

Pontypridd Town Centre (2012)

In 2012 amendments were made to the time limited pedestrianisation operation in Pontypridd town centre by RCTCBC. As with the Tonypandy scheme referred to above, RCT stated that this amendment was supported by significant wider investment in the town centre, meaning that feedback may not be wholly attributable to the access change.

The change was centred on a reduction in the pedestrianised times in the town centre to 11am-3pm on Monday to Saturday, compared to the previous pedestrianised time of 11am-4pm. RCT offered anecdotal feedback stating that the town centre is perceived as performing well after the wider investment supplementing the change in access

²⁸ Rhondda Cynon Taf County Borough Council (n.d). *RCT Invest Programme - Tonypandy Town Centre*. Accessed online at: <https://www.rctcbc.gov.uk/EN/GetInvolved/RCTInvestProgramme/MajorProjects/TonypandyTownCentre/TonypandyTownCentre.aspx>

²⁹ Rhys Gregogry for Wales 247 (August 2019). *Footfall figures in Tonypandy Town Centre continue to rise*. Accessed online at: <https://www.wales247.co.uk/footfall-figures-in-tonypandy-town-centre-continue-to-rise>

times. It was stated that there appears to be no pressure from stakeholders for amendments, and subsequently no future plans currently in the pipeline to increase car access into the town centre.

It should be noted that both the Tonypandy and Pontypridd were undertaken under a slightly different policy regime that predated the Welsh Government's declaration of a Climate Change Emergency (dated April 2019³⁰)

4.3 Summary

The benchmarking review indicates that:

- Although footfall in town centres has fallen over the last two decades, pedestrians and cyclists are likely to visit these areas more often and therefore spend more when compared to drivers. Should public space improvements be made to a town centre, such as increasing the availability of cycle parking, then this figure is likely to increase.
- There is some evidence that successful high streets and town centres have concentrated on improving the environment and improving the experience for visitors.
- Overall, there is no clear evidence from the benchmarking review that re-introducing vehicular traffic into a town centre would result in an increase in economic activity.
- There is some local evidence for positive outcomes related to some de-pedestrianisation schemes. However, in each case the de-pedestrianisation element was a smaller part of a wider town centre improvement scheme with significant wider investment. The extent to which the removal of pedestrianisation had a positive outcome compared to the benefits of the wider town centre scheme are therefore unclear.

³⁰ [Welsh Government makes climate emergency declaration | GOV.WALES](https://gov.wales/welsh-government-makes-climate-emergency-declaration)

5. Inclusive Design Considerations

This chapter discusses some key inclusive design considerations associated with the general principle of encouraging more motor vehicles into the core of BTC, with the review set out in Table 5-1. This chapter does not appraise each of the options, but rather provides insight from the inclusive design perspective as to key potential implications regarding the re-introduction of higher volumes of motor traffic. It should be noted that all options considered would increase traffic volumes to some extent. However, the inclusive design considerations will have more resonance for the options that would be expected to result in the greatest increase in traffic (i.e., Option 3) and less resonance for options that would be expected to result in only a small increase in traffic volumes (i.e., Option 1). The inclusive design considerations are cognisant of the current guidance on level surface schemes as set out in Section 1.4.

Table 5-1 - Inclusive Design Considerations

Individuals, groups, or stakeholders	Factor to consider	Negative aspect of factor (re-introducing traffic / no change)	Positive aspect of factor (re-introducing traffic / no change)	Other notes
General comment	Arrival / various	Likely negative implications for a range of town centre users due to the reintroduction of traffic into a currently pedestrianised space.	There are potential positive implications for Blue Badge users, visually/mobility/cognitive impaired people and their carers, some elderly people, and other people such as pregnant women, who could benefit from public transport/taxis/Blue Badge vehicles if their arrival points could be brought closer to their key destinations.	<p>A wide range of people’s needs, and potential impacts will need to be assessed and balanced.</p> <p>An exercise mapping accessible arrival/leaving/parking points and key destinations including public toilets, would give a baseline picture of accessible arrival.</p> <p>Consultation associated with the Bridgend Town Centre masterplan revealed that a proportion of residents did feel that access to the town centre was poor and that this could be improved by partial / full re-opening to traffic with additional parking spaces. The consultation also revealed a desire for improved active travel and public transport connectivity. Stakeholder engagement with Holistic Vision (a local accessibility charity group) also revealed that appropriate access to some town centre shops for blue badge holders could be an issue, although the charity felt safety, especially for the visually impaired, was a key concern.</p>
Local authority	Public Sector Equality Duty	See row above	See row above	<p>BCBC will need to consider how to fulfil their equality duties in relation to the scheme aims and the options.</p> <p>The options will need to be assessed against the key relevant principles of the Equalities Act. One key principle is that any changes made should not result in people with protected characteristics being put at a disadvantage.</p>
Local authority	Equalities Impact Assessment			An Equalities Impact Assessment will be needed at the appropriate stages.
Any local businesses	Delivery impact			Green delivery strategies (e-cargo vehicles from a central depot) could form part of the consideration.
Local business forums	Funding implications	Reintroduction of traffic could negatively impact accessibility which could be a deterrent for funders and affect funding eligibility.	Reintroduction of traffic could positively impacts accessibility which could appeal to funders and affect funding eligibility.	It is understood from the engagement that has been undertaken to date with local traders, that many would be supportive of the full or partial re-introduction of traffic in the town centre.

Individuals, groups, or stakeholders	Factor to consider	Negative aspect of factor (re-introducing traffic / no change)	Positive aspect of factor (re-introducing traffic / no change)	Other notes
Children and teenagers (parents)	Ease of use and ease of movement through scheme area. Safety. Pollution implications. Space for seating, dwelling, buggies, communication with carers.	Reintroducing traffic is likely to hamper children's enjoyment and safety within the scheme area (increased noise, pollution, vehicle danger, having to stay close to parents, less space to move around). More stressful experience for parents as they will need to worry about safety more / have less space for buggies. Teenagers need space to gather in groups without obstructing pedestrian routes or other essential street activity - this would likely be negatively affected by more traffic.	Reintroducing traffic could benefit Blue Badge users if the change would mean an improved situation for Blue Badge users (parents/children) or other disabled children, who might be able to reach destinations easier.	Children are smaller and therefore less visible to drivers – this is an inclusion and safety issue. Danger increases for some people with protected characteristics due to higher likelihood of accidents with vehicles (children/people with reduced sense of danger, auditory/visual impairments, and others) Children have more unpredictable and meandering movements which need more footway/pedestrian-only space.
Elderly people	See Row 1 on this table			Considerations that are relevant for elderly people are likely to be included within mobility/visual/auditory impairment considerations, safety considerations. Other considerations for this group are social life and opportunities for public social interaction including in winter, and ease of access to services. Key considerations include accessible arrival that is close to public toilets, well-signed/lit/maintained walking routes with good passive surveillance, frequent seating (some with shade), auditory quiet environments to support communication, and having choice of routes and spaces that are not also used by cycles/cars.
Disability - various	Blue Badge parking			A wide range of people can be eligible for a Blue Badge, and this will need to be factored in when assessing how options could positively or negatively affect Blue Badge users. There is a reasonable availability of parking in publicly accessible car parks on the edge of the town centre area, and on-street Blue Badge parking on the periphery of the town centre. Future plans associated with Blue Badge parking bays would need to be established more clearly to fully understand the implications.
Visual impairment	Ease of arrival to scheme area/ key locations. Safety.	Introduction of traffic is likely to disadvantage visually impaired people, in terms of ease of use/safety. Negatives - increased noise levels (hearing ability is a key sense for someone with visual impairment) / increased potential interaction with traffic (safety and ease of use) / vehicles blocking sight lines.	Depending on the scheme option design at the next stage, arrival for some people within this group might be eased, however different needs would need to be balanced.	Engagement is recommended with this group. The reintroduction of vehicular traffic would necessitate the modification kerb heights (at least 60 mm) to ensure proper separation between pedestrian infrastructure and the street. This raised kerb will help people with visual impairments to navigate the new layout and reduce the risk that they walk onto the street inadvertently.
Mobility impairment	Ease of arrival to scheme area/ key locations.	Introduction of traffic is likely to disadvantage this group in terms of ease of use/safety on routes.	Depending on the scheme option design at the next stage, arrival/access to accessible toilets	See Rows 1, 6, 7, 8, 9 on this table.

Individuals, groups, or stakeholders	Factor to consider	Negative aspect of factor (re-introducing traffic / no change)	Positive aspect of factor (re-introducing traffic / no change)	Other notes
	Safety.	Any decrease in space for seating is a disadvantage.	for some people within this group might be eased.	Ease of reaching publicly accessible wheelchair accessible toilets is a key consideration for this group, as is space on/maintenance of good pedestrian routes.
Auditory impairment	Communication and wayfinding.	Introduction of traffic is likely to disadvantage this group in terms of ease of use, and potentially affect safety on routes.		Cycle routes and e-vehicles (cars, service vehicles, cycles, scooters, other) that do not make noise are a safety consideration for this group.
Neurological Needs		Introduction of traffic is likely to disadvantage this group in terms of ease of use, and potentially affect safety on routes.	Depending on the scheme option design at the next stage, arrival for some people within this group might be eased, however different needs would need to be balanced.	Important for carers: auditory quiet, rest stops, routes and space away from traffic, accessible and safe arrival, easy routes to key facilities and services.
Metabolic need (publicly accessible toilets - wheelchair accessible/family/standard toilets)	Ease or otherwise of accessing toilets	More vehicles could make accessing a toilet less predictable.	Parking closer, if available, would make it easier for some to access toilets.	Relationship with arrival points / good routes and wayfinding to these facilities are key.
Carers (of children and adults)	Dropping off / picking people up and ensuring those being cared for can be kept safe	More vehicles could make the caring task more onerous.	Reintroducing traffic could make it easier to pick up and collect, depending on availability of parking, ability to stop and wait, and potentially taxi access.	See Row 6, 8, 10, 12.
Protected characteristics (various)	Risk and fear of crime impacts	Increases observation from vehicles whose occupants cannot be observed.	Potential increase in passive surveillance.	Important to consult with police and members of the public.
Pregnant women	Mobility	Potential introduction of more complexity in moving around town centre.	Potential ease of access in getting to destination	Refer to Rows 7 and 10 as many of these needs are relevant.

The issues raised in the Table 5-1 set out inclusive design considerations in the context of any scheme that re-introduces additional volumes of vehicular traffic into a pedestrianised space. The following are some of the key findings. They have the greatest implications for the de-pedestrianisation options that introduce more traffic for larger parts of the day (e.g., Option 3):

- Negative implications:
 - Increased difficulty for pedestrians to manoeuvre around the space particularly relevant to the mobility / visually / cognitively impaired, the elderly, those in pregnancy and children. Also impacts on road safety and perceptions of safety amongst these groups.
 - Likely to hamper the enjoyment of the space for some as there are less areas to meet, particularly affecting children and teenagers.
 - Potential to make it more difficult for parents and carers to observe.
 - Potential pollution impacts including noise pollution.
- Positive implications:
 - Potential benefits to blue badge holders including mobility / visually / cognitively impaired, their carers and the elderly, if vehicles are able to bring them closer to their destination.
 - Potential benefits to the risk and fear of crime by increasing the level of passive surveillance.

Overall, the inclusive design implications of de-pedestrianisation are mixed. Any scheme for BTC should undertake suitable stakeholder engagement and ensure the needs of all groups are considered in the design of any scheme.

6. Option Appraisal Against Policy

6.1 Introduction

This Chapter considers how well aligned each of the three de-pedestrianisation options is to key local, regional and national policy guidance. It sets out the policy document that have been considered, the methodology that has been applied and details the alignment scores against relevant policies in each of the policy documents.

6.2 Policy Documents

The policy documents that have been considered were identified through a combination of desktop research, and a literature review. A workshop was conducted on the 19th of March 2023 between BCBC and AtkinsRéalis, and the following policies were agreed as being relevant to the study:

- The Wales Transport Strategy 2021
- Active Travel Act - Guidance 2021
- Well-being and Future Generations (Wales) Act 2015
- Planning Policy Wales 2021
- Future Wales: The National Plan 2040
- Bridgend County Borough Council - Local Transport Plan 2015-2030
- Bridgend County Borough Council - Corporate Plan 2023-2028
- Cwm Taf Morgannwg Public Service Board Well-being Plan 2023-2028
- Bridgend County Borough Council - Bridgend Town Centre Regeneration Masterplan 2021

6.3 Scoring Methodology

A high-level scoring methodology was adopted for this study, that considered how well each of the de-pedestrianisation options was aligned with policy. This process appraises the policy alignment of the options against a do-nothing scenario in which the current situation would be retained. The appraisal has considered how well each option aligns with policy, on the basis of the following categories:

- a) -1 – Not aligned with policy
- b) 0 – No material policy impact
- c) 1 – Positively aligned with policy

A negative score would indicate that an option does not align with current policy guidance, whilst a score higher than 0 would indicate that an option, or elements of an options aligns with policy. The options have been scored against each relevant policy within the policy documents. A qualitative approach has been applied in which the scoring has been undertaken by qualified professional transport planners, supported by a review undertaken by BCBC and their appointed consultant. Whilst, the individual scoring is qualitative, it is considered that the overall alignment of each of the de-pedestrianisation options is well accounted for using this process. This method broadly aligns with the industry standard approach taken to the appraisal of transport schemes as part of Welsh Transport Appraisal Guidance (2022, Consultation Draft).

The scoring appraised different elements of the proposed de-pedestrianisation options against the policy guidance, including the areas / roads that would be impacted, additional parking. The remainder of this section summarises the policy alignment scores for each policy document. The full scoring is included in Appendix B, with a summary provided within this document.

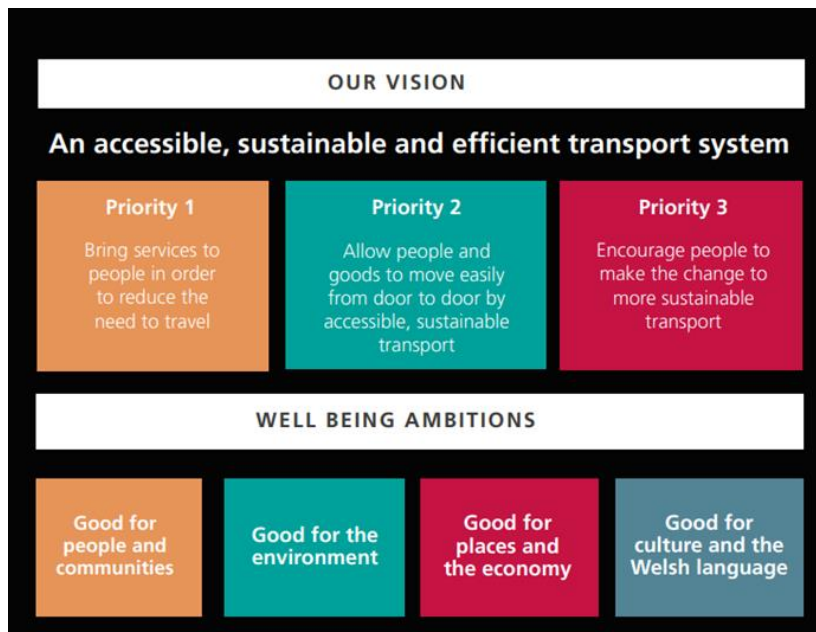


6.4 Policy Appraisal

6.4.1 Llwybr Newydd: the Wales Transport Strategy 2021³¹

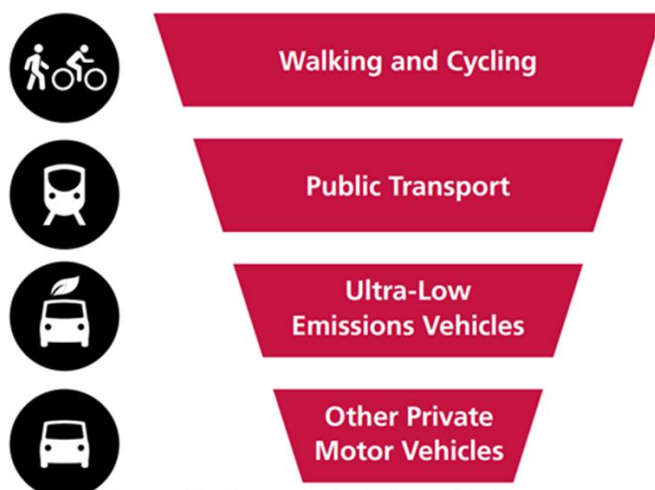
The Wales Transport Strategy sets out Welsh Government's (WG) vision for a transport. The identified priorities of the strategy and the well-being ambitions are shown in Figure 6-1.

Figure 6-1 - Llwybr Newydd - Principles



The Wales Transport Strategy also includes a hierarchy of transport modes, as shown in Figure 6-2. It places walking and cycling top as the highest priority, followed by public transport, with private vehicles the lowest priority.

Figure 6-2 - Transport Hierarchy



Source: <https://www.gov.wales/llwybr-newydd-wales-transport-strategy-2021>

³¹ Source: <https://www.gov.wales/llwybr-newydd-wales-transport-strategy-2021>

6.4.2 Active Travel (Wales) Act 2021³²

The Active Travel Act Guidance (Wales) (ATA) is legislation published by WG for use throughout Wales and the contents must be considered when planning, designing and maintaining active travel routes. The vision of the ATA is for walking and cycling to be the natural mode of choice for short everyday journeys, or as part of a longer journey in combination with other sustainable modes. This is to be undertaken through maintenance and the provision of active travel facilities, enhancing provision for walkers and cyclists as part of other highway schemes (including planned maintenance work), considering the needs of walkers and cyclists as part of new developments, traffic management, and road safety schemes.

6.4.3 Well-being and Future Generations (Wales) Act 2015³³

The Well-being of Future Generations (Wales) Act 2015 (WFGA) is a piece of legislation that places a duty on public bodies in Wales to consider the long-term impact of their decisions on people, the environment, and communities. This is to prevent persistent problems such as poverty, health inequalities and climate change. The principles of the WFGA are set out in Figure 6-3.

Figure 6-3 - Well-being and Future Generations (Wales) Act 2015 principles



Source: <https://www.futuregenerations.wales/about-us/future-generations-act/>

6.4.4 Planning Policy Wales 2024³⁴

Planning Policy Wales (PPW) sets out the land use planning policies of WG. PPW states that the planning system should enable people to access jobs and services through shorter, more efficient and sustainable journeys, by walking, cycling and public transport. By influencing the location, scale, density, mix of uses and design of new development, the planning system can improve choice in transport and secure accessibility in a way which supports sustainable development, increases physical activity, improves health and helps to tackle the causes of climate change and airborne pollution.

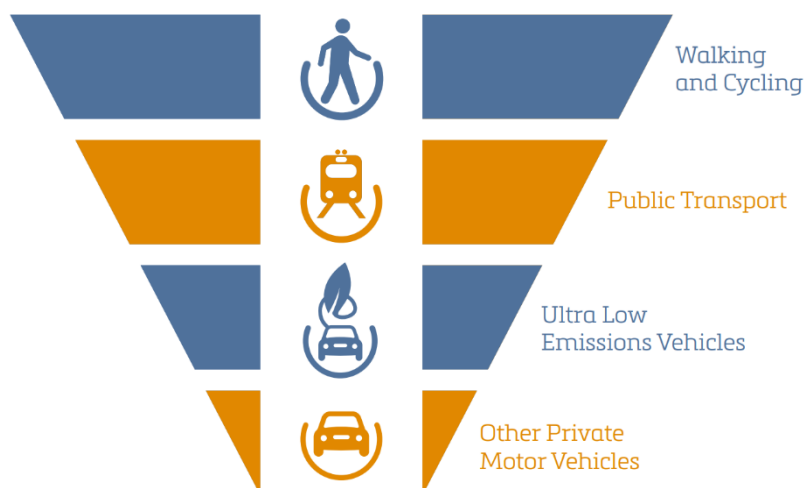
³² Source: <https://www.gov.wales/active-travel-act-guidance>

³³ Source: <https://www.futuregenerations.wales/about-us/future-generations-act/>

³⁴ Source: <https://www.gov.wales/planning-policy-wales>

PPW states that where new transport infrastructure is needed, the sustainable transport hierarchy (Figure 6-4) will be used to give priority to meeting the demand for travel by walking, cycling and public transport ahead of private motor vehicles. Wider development proposals must seek to maximise accessibility by walking, cycling and public transport, by prioritising the provision of appropriate on-site infrastructure and, where necessary, mitigating transport impacts through the provision of off-site measures, such as the development of active travel routes, bus priority infrastructure and financial support for public transport services. PPW highlights that importantly, sustainable transport infrastructure and services should be prioritised and put in place from the outset before people have moved in and travel patterns have been established.

Figure 6-4 - Sustainable Transport Hierarchy (Planning Policy Wales 2024)



6.4.5 Future Wales: the national plan 2040³⁵

Future Wales – the National Plan 2040 (FW) is the WG national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of Welsh communities.

These priorities are addressed within the transportation context through the ambition to reduce the need to travel, particularly by private vehicles, and support a modal shift to walking, cycling and public transport. The sustainable transport hierarchy in PPW, which prioritises active travel and public transport, is a fundamental WG principle that underpins Future Wales.

Options, 1, 2 and 3 all scored negatively in the appraisal and are therefore considered contrary to FW ambitions. Again Option 1 is seen as the least contrary and Option 3 the most contrary to the national plan policy. Bridgend County Borough Council - Local Transport Plan 2015-2030³⁶

The BCBC Local Transport Plan (LTP) sets out the local implementation plans for transport in and has the following vision: *“An effective, accessible, integrated and sustainable transport system that can meet the short, medium and long term needs of a changing population, the economy and society.”*

³⁵ Source: <https://www.gov.wales/future-wales-national-plan-2040>

³⁶ Source: <https://www.bridgend.gov.uk/media/4087/bridgend-ltp-wg-approved-version-may-2015-2030.pdf>

All options appraised received negative scores, attributing the options as contrary to the LTP. Again Option 1 is seen as least contrary and Option 3 as the most contrary to the policy set out in the BCBC LTP. The reduction in pedestrianised hours in favour of vehicle prioritisation, and the promotion of vehicle use through the increase in provision in car parking spaces is contrary to LTP ambitions with regards to:

- a) Goals 1 and 4: Reducing negative externality of consumption through car usage.
- b) Goal 2 and 3: Ensuring access to key sites (including sites of employment) are affordable and accessible to target transport poverty. Facilitating the extended usage of private vehicles potentially creates disparity in accessibility to key sites of interest. This is due to the fact that a person must be able to afford a car to make use of the extension in car usage time for all options.

6.4.6 Bridgend County Borough Council - Corporate Plan³⁷

Every five years BCBC publishes a new Corporate Plan (CP) which describes the challenges BCB faces and sets out priorities for delivery in accordance with the WFG. As per the WFG, and BCBC must agree and publish a set of wellbeing objectives to share how they will contribute to the national wellbeing goals in addressing their challenges. The CP has been produced using feedback from staff, BCB residents of all ages and backgrounds, users and providers of council services, elected members, partner organisations, other local authorities and more.

All options received negative scores during the appraisal process. As a result, Options 1, 2 and 3 are considered as contrary to CP ambitions. Again Option 1 is seen as least contrary and Option 3 most contrary to the corporate plan.

6.4.7 Cwm Taf Morgannwg Public Services Board Well-being Plan 2023-2028³⁸

Cwm Taf Morgannwg Public Services Board (PSB) is a consortium of previous Public Service Boards in the Cwm Taf area, and covers Merthyr Tydfil and Rhondda Cynon Taf, and Bridgend. This new board comprises of public bodies, who deliver services locally to improve the social, economic, environmental, and cultural well-being in the area by setting objectives that will achieve the Well-being Goals outlined in WFG. The vision of this PSB is to use sustainable development principles when making decisions that could have an impact on people living their lives in Wales in the future.

6.4.8 Bridgend Town Centre Regeneration Masterplan 2021³⁹

The regeneration masterplan for Bridgend town centre is a dynamic long-term planning document that offers a theoretical layout to guide future regeneration and growth, with the ultimate vision for a liveable and vibrant community. It identifies a series of ambitious and deliverable projects for the next 10 years that will support future economic growth and secure more benefits and opportunities for BCBC. It complements the BCBC Local Development Plan and is a document of priority for adoption as future Supplementary Planning Guidance (SPG). Ultimately, in the context of this study, it provides analysis, recommendations, and proposals for BTC.

The options have been scored against the goals of the BTC Regeneration Masterplan with Options 1, 2 and 3 all receiving negative scores, indicating that overall, they are contrary to the goals of the regeneration masterplan, albeit the masterplan did suggest that some alterations to access arrangements in the town centre should be a consideration. Again Option 1 is considered least contrary and Option 3 most contrary to the overall goals.

³⁷ Source: <https://www.bridgend.gov.uk/my-council/performance-plans-and-reports/corporate-plan/>

³⁸ Source: <https://www.bridgend.gov.uk/my-council/bridgend-public-services-board/>

³⁹ Source: <https://www.bridgend.gov.uk/residents/planning-and-building-control/regeneration/bridgend-town-centre-regeneration-masterplan/>

6.5 Summary of Policy Appraisal

The scores indicating how well aligned the de-pedestrianisation options are to key national, regional and local policy documents have been tabulated as a summary in Table 6-1. This is intended to provide an indicative view as to the overall policy alignment of the schemes. It is noted that some policy documents score higher or lower overall depending on the number of policies contained within the document.

Table 6-1 - Summary of Overall Scores Against Policy

Policy Document	Option 1 Score	Option 2 Score	Option 3 Score
The Wales Transport Strategy	-7	-14	-28
The Active Travel Act – Guidance 2021	-2	-3	-4
Well-being and Future Generations (Wales) Act 2015	-9	-16	-22
Planning Policy Wales 2021	-4	-6	-8
Future Wales: The National Plan 2040	-12	-18	-24
BCBC – Local Transport Plan 2015-2030	-8	-12	-16
BCBC – Corporate Plan (2023-2028)	-4	-6	-8
Cwm Taf Morgannwg Public Service Board Well-being Plan (2023-2028)	-4	-6	-8
BCBC – Bridgend Town Centre Regeneration Masterplan (2021)	-4	-6	-8
Overall	-54	-87	-126

Overall, the summary of scores for policy alignment show that none of the de-pedestrianisation options is well aligned with current policy. In general policy favours the promotion of sustainable modes of travel and seeks to reduce the reliance of the private motor car. Therefore, any scheme that explicitly promotes access for the private motor vehicle to the detriment of active travel users will be contrary to current policy goals. Option 1, which would only introduce a small amount of additional traffic is least contrary to current policy. Option 2 which would re-introduce all traffic for a limited amount of time is more contrary, whilst Option 3 which would reintroduce traffic at all times is most contrary to policy.

6.6 Other relevant policy

Roads Review

This policy direction in favour of sustainable modes has been underlined in the outcome of the Welsh Government Roads Review, announced by the Deputy First Minister on 23rd February 2023. The panel advised of 55 schemes assessed, 31 should be stopped on the basis of them being contrary to policy, with their focus being on increasing road capacity for private vehicles.

The panel recommended that schemes that modify the form of a road should only be for certain purposes, including shifting trips to sustainable transport. It is clearly stated that road schemes should meet four conditions, which are:

1. To support modal shift and reduce carbon emissions.
2. To improve safety through small-scale changes.
3. To adapt to the impacts of climate change.



4. To provide access and connectivity to jobs and centres of economic activity in a way that supports modal shift.

The Roads Review notes that the focus should be on minimising carbon emissions and not increasing road capacity. The options reviewed within this appraisal all, in some form, facilitate the potential for increased car travel within BTC which could potentially be at the expense of pedestrian amenity and safety in the town centre.

Climate Change Emergency

The Welsh Government declared a climate change emergency in April 2019. BCBC also declared a climate emergency in June 2020 and subsequently released its Net Zero Carbon Strategy. Exploring opportunities to develop the sense of place within BTC to increase footfall through active travel is more aligned with the notion of Net Zero, with there being a risk of reputational pushback if a scheme to encourage car users is promoted by the Council, despite having previously declared a climate emergency.



7. De-pedestrianisation Options Review Summary

7.1 Overview

The potential to amend the vehicular access arrangements in BTC has been a consideration for BCBC and the subject of several previous studies, with varying conclusions and recommendations. The latest study, the Bridgend Town Centre – Accessibility Options Appraisal, suggested three ‘de-pedestrianisation’ options all of which would enable vehicles to move in one direction (northbound) on Queen Street, Dunraven Place, Market Street and Quarella Road. These can be summarised as follows:

- Option 1 – Reduce pedestrianisation hours from the current arrangement of 10am to 6pm to a shorter time period from 11am to 5pm. Retain access for deliveries / collections only outside of this period.
- Option 2 – All vehicular traffic would be allowed access to Queen Street, Dunraven Place and Market Street, with the existing northbound only one-way system retained. Reduce pedestrianisation hours from the current arrangement of 10am to 6pm to a shorter time period from 11am to 3pm.
- Option 3 – All vehicular traffic would be allowed access to Queen Street, Dunraven Place and Market Street at all times of the day. The routes would retain the existing one-way system that operates northbound.

7.2 Benchmarking Exercise

The benchmarking exercise showed no strong evidence for re-introducing vehicles to a town centre on economic grounds. The findings of available literature and scheme reviews are mixed, with more evidence supporting the removal of vehicles, albeit the benefits and disbenefits of pedestrianisation schemes are location specific. There is some positive evidence of de-pedestrianisation schemes from the neighbouring authority of Rhondda Cynon Taff at Pontypridd and Tonypany. However, it is noted that in both schemes de-pedestrianisation was only a small part of a wider significant investment in the town centre, so there is no evidence to show whether it was increased car accessibility or enhanced trip attractors and town centre environment that influenced the outcomes.

7.3 Inclusive Mobility Review

The inclusive mobility review has indicated that the re-introduction of traffic into the town centre is likely to have negative implications for a range of town centre users and may have implications for their Public Sector Equality Duty. De-pedestrianisation could impact the visually impaired, blind and those that have mobility issues by adding moving vehicles into the area. However, there could be potential benefits, for instance to blue badge holders, if short stay parking is provided closer to the destinations they wish to visit. The inclusive mobility review is cognisant of the guidance on level surface schemes, whereby a route that has more than very low traffic numbers would require a 60mm kerb upstand.

7.4 Policy Appraisal

An appraisal of the de-pedestrianisation options against key national and local policy documents has illustrated that all options are contrary to current policy, which supports the promotion of sustainable transport modes and seeks to reduce reliance on the private motor vehicle. Option 1 the lighter touch proposal scores the best against the policy as it retains the primacy of sustainable modes to a greater extent and is less likely to encourage private vehicle travel. Option 3 scores the worst in terms of policy as it proposes the most extensive change by fully de-pedestrianising Queen Street, Dunraven Place, Market Street and Quarella Road. This not only re-introduces traffic destined for the town centre, but also creates a potential route for through traffic, which could further encourage travel by private vehicle.



7.5 Deliverability Considerations

A review of the deliverability of the options, in addition to the potential impact has led to a conclusion that there may be deliverability challenges for all options. The deliverability constraints are greater for Options 2 and 3 which would re-introduce traffic into the town centre for some or all periods of the day. This would be expected to change the character of the roads from 'Pedestrian Priority Streets' to 'Informal Streets' and consequently kerb reinstatement would be required with significant cost implications. Deliverability constraints would include:

- Legislation
- Funding
- Reputation

The process of de-pedestrianising the town centre will require appropriate permissions, which would involve BCBC having to submit the relevant applications, potentially requiring a public inquiry; a successful outcome (from the perspective of de-pedestrianisation) would be reliance on a strong evidence base being put forward before the Inspector.

7.6 Engagement

An engagement workshop was held with officers from key departments in BCBC on the 19th May 2023. The potential to trial the preferred Option for a minimum of 6 months to 1 year was discussed. Interventions/fixtures would be deployed in a form that is temporary, and key indicators would be monitored and reported during the trial period. Following the completion and review of the trial period, a decision would be made whether the Option would be permanently deployed. However, it was agreed that a study would need be undertaken, or consideration made, for the financial viability of the trial.

Engagement was undertaken with Council members at informal cabinet on the 25th July 2023. It was discussed that a multi-modal approach to access should be applied rather than de-pedestrianisation in isolation.

Further engagement was held with BCBC council officers on 10th October 2023 during which a multi-modal package of options was presented. The officers requested that the multi-modal options be set out in the report with a recommendation.

7.7 Core Study Recommendations

The core study recommendations concerning the three de-pedestrianisation options introduced in Section 2 is provided in Figure 7-1.

Further detail concerning the recommendations is provided in Appendix C.

Figure 7-1 - De-pedestrianisation Option Recommendations

Option 1 - Reduced hours of pedestrianisation	Recommended (with supporting multi-modal interventions)
<ul style="list-style-type: none">+ Most aligned to policy+ Most easily deliverable due to compatibility with existing infrastructure+ Lowest cost (~£100k)+ Increased trader operational flexibility- Less change compared to other options	
Option 2 - Part time re-introduction of traffic	Not Recommended
<ul style="list-style-type: none">+ Greater change to current situation compared Option 1- High cost due to required engineering works (£4m to £5m)- Contrary to local and national policy- No conclusive evidence that increased car access will increase economic activity- Significant further study required (safety and operation)	
Option 3 - Full time re-introduction of traffic	Not Recommended
<ul style="list-style-type: none">+ Greatest change to current situation compared to the other options- High cost due to required engineering work (£4m to £5m)- Most contrary to local and national policy- No conclusive evidence that increased car access will increase economic activity- Significant further study required (safety and operation)	

The overall recommendation is to take forward De-pedestrianisation Option 1, which proposes a light touch approach that would reduce the pedestrianised time period from 10am to 6pm to 11am to 5pm (potentially this could be further reduced to 11am to 4pm, or 11am to 3pm).

It is recommended that Option 1 be progressed as part of a sustainably focussed multi-modal package of options that will improve access to the town centre. The potential options that could form part of the multi-modal package are discussed in Chapter 8.

8. Potential Multi-modal Intervention Options

8.1 Introduction

This Chapter provides a summary of multi-modal improvement interventions that could be introduced alongside De-pedestrianisation Option 1 to form part of a multi-modal package of measures. The potential intervention options, described in the following section, are:

- Enabling buses to access the town centre.
- Providing improvements to bus facilities around the town centre.
- Enabling cyclists to access the town centre.
- Improvements to active travel routes in and around the town centre.
- Improving wider active travel connections on approaches to the town centre based on a TfW study to improve access to the railway station.
- Improve wider active travel connections on approaches to the town centre based on the Bridgend Active Travel Network Map (ANTM).
- Provide additional cycle storage, potentially including a cycle hub.
- Develop a cycle hire scheme.
- Provide improved wayfinding / town centre signage.
- Expand the provision of blue badge parking in the vicinity of the town centre.
- Develop a car parking strategy for the town centre.
- Reinstatement a ShopMobility Hub.

8.2 Description of Multi-Modal Interventions

8.2.1 Bus Access to Town Centre

Enabling bus use of Market Street, Queen Street and Dunraven Place would provide more direct access to the town centre. Currently bus users must connect to the centre either via Bridgend Bus Station or stops on the periphery.

A safety assessment would be needed, which should be based on recorded pedestrian data and predicted bus movements. A kerb upstand would need to be introduced where there are bus stops and so some construction works would be required. Potentially the increased risk associated with the proposal could require wider kerb reinstatement, which would have a higher cost and construction impact. Discussion with key stakeholders would be required, such as bus operators to ascertain whether services could be diverted to the town centre.

8.2.2 Bus Facilities Improvements

Improvements could be made to bus stops in the vicinity and potentially new stops added to increase permeability of the town centre for bus users. Bridgend Bus Station is located on the northern periphery of the town centre and provides a high standard of provision. However, this can be a walk distance of over 300m for some locations. As part of a multi-modal package of measures improving bus facilities may encourage some additional visitors, for instance there is a southbound stop on Derwen Road and a northbound stop on Nolton Street that provide only limited facilities. Subject to available space additional facilities could be provided such as timetabling information or a cantilever type shelter. In addition, there is no existing northbound stop on Derwen Road.



The potential location for bus stop improvements is illustrated in Figure 8-1.

Figure 8-1 - Potential Bus Stop Improvements



8.2.3 Enable Cycling Access to the Town Centre

The existing Traffic Regulation Order (TRO) does not permit cycling in the pedestrianised part of the town centre. Cyclists are currently required to dismount. Evidence set out in the benchmarking review indicates that cyclists tend to make more visits to a town centre than people who drive (e.g., Sustrans 2020) and consequently spend more money (Transport for London, 2014).

Anecdotal evidence, such as observations during site visits, suggests that the existing TRO is ignored by some cyclists and that some cycling does occur in the town centre. However, by removing the prohibition of cycling TRO an increase in cycling would be expected, both in terms of those accessing the town centre and those travelling through to other destinations (such as the train station or college). This would help increase footfall in the town centre and the viability of businesses which rely on cycling for deliveries. It would also help connections with other potential transport schemes being developed by BCBC such as improvements associated with the Active Travel Network Map (ATNM) and active travel routes being developed by TfW.

There may be some increase in risk associated with the interaction of pedestrians and cyclists in the pedestrianised area. However, shopping streets that enable pedestrian and cycling access are currently in place elsewhere in Wales (such as in Cardiff and Swansea city centres) and any TRO change could be supported by 'share with care' signage and a public awareness campaign. ATAG notes that cycling in vehicle restricted areas can cause concerns to pedestrians, particularly to people with physical, sensory and cognitive disabilities who may not expect cyclists to be present. However, it concludes consideration should always be given to allowing cycling.

8.2.4 Active Travel Route Improvements in Town Centre

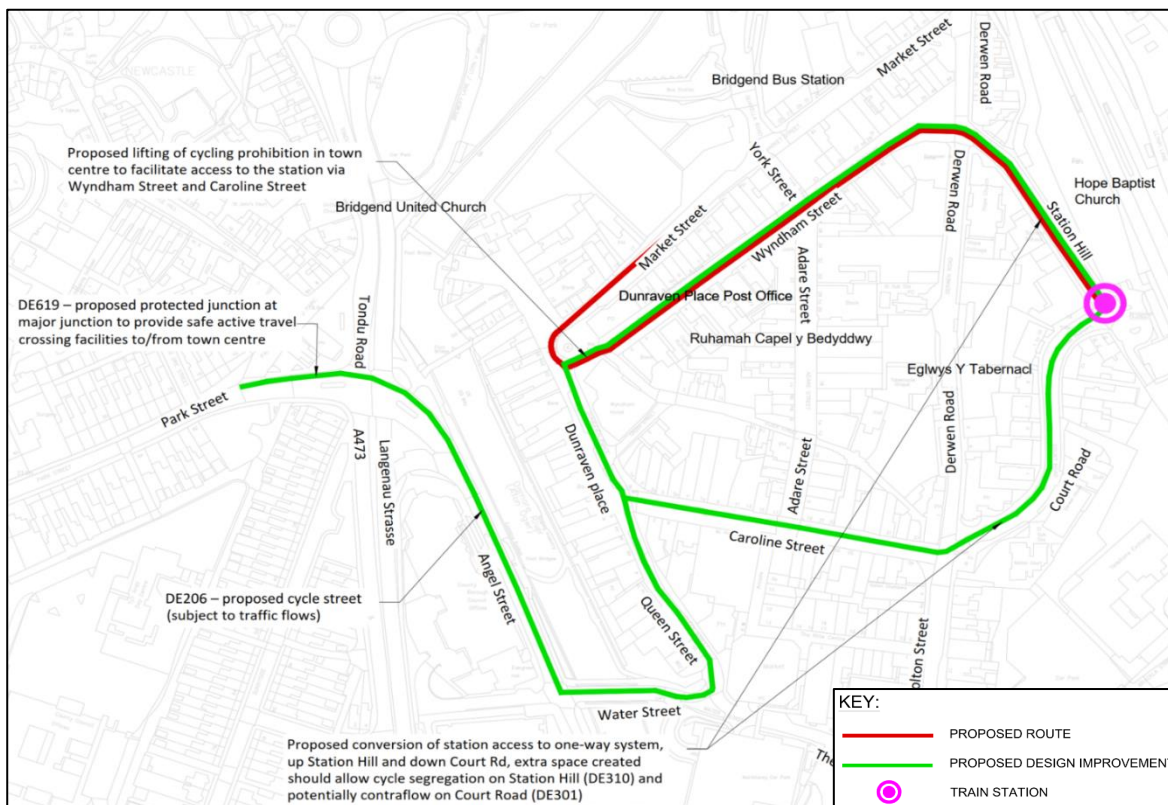
There is the potential to allow cyclists to access the town centre and provide designated cycle facilities such as cycle lanes. ATAG notes that 'both pedestrians and cyclists may express a preference for clearly defined cycle routes. However, this can lead to higher cycle speed and greater potential for conflict with pedestrians.'

8.2.5 Wider Active Travel Connections – TfW ATNDR

This option focuses on active travel connections between Bridgend Railway Station, the town centre and areas to the west. At present the footway connections between the station and the town centre are not good and there is no clear cycling link. Similar deficiencies exist in cycling provision to the west of the town centre. The potential option for active travel access to the station is derived from the TfW Active Travel Network Development Report (ATNDR) for Bridgend Station. The options are displayed in Figure 8-2 and summarised as follows:

- Make Station Hill and Court Road a one-way traffic system. Use the additional space to provide improved pedestrian facilities and a segregated cycle connection with the town centre.
- Lift the prohibition of cycling in the town centre.
- Convert Angel Street to a cycle street increasing the prominence of cycling through surfacing and signage.
- Improve active travel facilities at the Park Street junction to the west.

Figure 8-2 - TfW ATNDR Bridgend Station Access Proposals

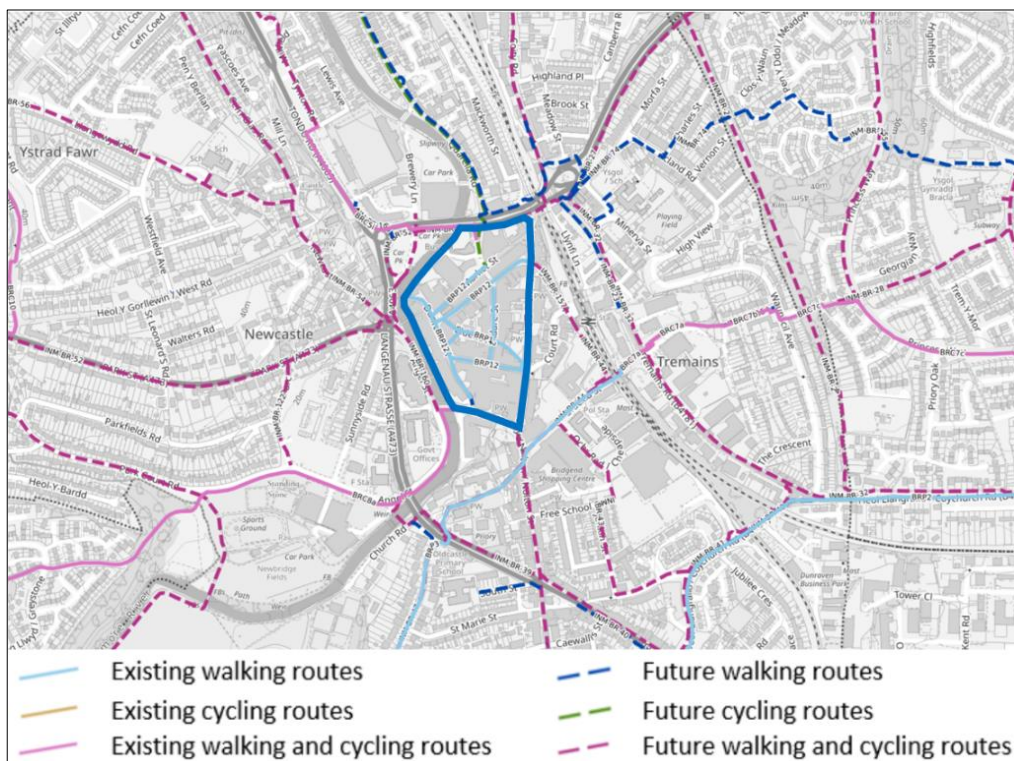


8.2.6 Wider Active Travel Connections – ATNM

The Bridgend ATNM (shown in Figure 8-3) sets out future walking and cycling routes that are envisaged by BCBC. The town centre is shown as an existing walking route. The future routes have not been designed in any detail at this stage, but several future walking and cycling routes are shown to the west, south and east of the town centre,

which could entail the delivery of Shared Use Paths (SUPs). To the north of the town centre separate future walking and cycling routes are envisaged, which it is assumed would be delivered as segregated walking and cycling facilities. Delivery of these options would help improve sustainable access to the town centre.

Figure 8-3 - Bridgend ATNM Map



8.2.7 Cycle Storage / Cycle Hub

Safe, secure and convenient cycle parking is vital to ensure good cyclist access and where possible a covered shelter should be provided. There is some existing cycle parking in the town centre, but this could be expanded in conjunction with enabling cycling access to, with storage provided in proximity to key destinations.

The provision of more significant cycle hub type storage could also provide a more secure environment, which may commonly be seen at interchanges. An example of a cycle storage hub taken from ATAG is provided as Figure 8-4. A hub could be provided at either the bus or rail station, which may assist with those accessing the town centre who do not wish to use on street cycle parking (for instance those using high value e-bikes).

Figure 8-4 - Cycle Hub Type Storage Example (ATAG)



8.2.8 Cycle Hire Scheme

A cycle hire scheme could be introduced in Bridgend that would enable better access to the town centre. It would increase the viability as a mode of travel to access the town centre which would be expected to form the key central hub of any cycle hire scheme. It would be beneficial to combine it with the previously mentioned cycling access improvements. However, any cycle hire scheme would need to be area wide rather than town centre specific. The costs of such a scheme vary depending on the type of operating model but are likely to be sizeable. The direct benefits in comparison to costs may not support this as a town centre specific improvement measure.

8.2.9 Wayfinding / Town Centre Signage

To improve connectivity within the town centre and between the town centre and nearby destinations a wayfinding strategy could be developed and implemented. There are different types of wayfinding approaches that can be adopted including the use of signage, schematic maps, wayfinding totems, pavement markings, insets and slabs. This could potentially be linked to the Bridgend Heritage Trail Integrated Wayfinding Strategy that is currently in the latter stages of development.

Examples of wayfinding features (scheme map and totem signpost) are presented in Figure 8-5.

Figure 8-5 - Wayfinding Example



8.2.10 On-street Blue Badge Provision

There are existing blue badge parking spaces on the periphery of the town centre, but these could be expanded via amendments to existing TROs and / or amendments to existing disabled bays. For instance, there are taxi only stopping bays on Derwen Road that could be converted so that they could also be used by blue badge holders during the day. This would be subject to engagement with local taxi firms. In addition, there are existing blue badge holder bays parallel to The Rhiw which could be converted to perpendicular or echelon bays to increase capacity.

8.2.11 Car Parking Strategy

There are several dedicated parking areas in close proximity to the town centre, which provide over 700 spaces in addition to on-street car parking and private parking areas. The standard of the parking areas is variable, as are the connections to the town centre. The location of the car parking areas may not be obvious to visitors of the town. There would be benefit in developing a car park strategy for Bridgend Town Centre. This could include better signage (there is potential for electronic signage that indicates the number of spaces), improved lighting in the car parks and on paths to the car parks, modifications to car park layouts and resurfacing. Electric vehicle charging points could be added to allow charging for the duration of a person's visit to the town centre. Change to on-street blue badge provision should form part of the car parking strategy.

8.2.12 ShopMobility Hub Reinstatement

ShopMobility is a nationwide network of centres that hire out mobility equipment to the public to people with restricted mobility. The type of equipment that is hired includes manual wheelchairs, powerchairs and mobility scooters. There was previously a ShopMobility centre located on Brackla Street in the eastern part of the town centre, however this has since closed and there is no longer a facility of its type within the centre.

The ShopMobility hub type facility offers a means of ensuring that people with restricted mobility can access all parts of the pedestrianised town centre without the need for vehicular access. However, to reinstate the facility a suitable location would need to be found to house the hub. ShopMobility is an independent organisation and part of a registered charity. Any reinstatement of such a hub would be subject to reaching suitable agreements with them.

8.3 Matrix of Potential Interventions

Table 8-1 provides a summary of the possible interventions that could be introduced alongside De-Pedestrianisation Option 1 as part of a multi-modal package. The table includes the actions required, the indicative cost and timescales and a recommendation as to whether the intervention should be included. The table summarises each of the potential interventions that could be implemented. The preferred package of measures is subsequently described. However, the table also presents a red, amber, green colour coding to indicate those options that should form part of the preferred package (green), that could form part of longer-term interventions (amber) and those measures that do not form part of the current study but may have merit for other departments or if alternative funding streams become available. (red).

The full table is included in Appendix D and provides more detail including the advantages and disadvantages of the intervention, the key stakeholders and the potential funding sources

Table 8-1 - BTC Potential Interventions to Form Part of a Multi-Modal Package

Intervention	Actions Required	Indicative Cost / Timescale	Reason for inclusion / non-inclusion
Bus access to town centre	<ul style="list-style-type: none"> Signage amendments. Bus stop provision. Detailed design with kerb reinstatement anticipated at bus stops. TRO change. 	In the order of £1m / Medium to long-term timescale	Not included: Medium to long-term option. Relatively high-cost with potential safety implications. Benefits of increased bus access may not be sufficient in comparison to costs and disruption. The option would need agreement from bus operators and amendments to existing routes.
Improve bus facilities improvements	<ul style="list-style-type: none"> Review existing bus stop provision. Design and implement improvements 	£50k-150k / within 1 year	Included: Low cost / short-term option, directly applicable to BTC access, would help improve access to the town centre as part of multi-modal package, well aligned with policy.
Cycle access permitted to town centre	<ul style="list-style-type: none"> TRO change 	£60k-100k / Within 1 year, dependent on successful TRO application	Included: Low cost / short-term option, directly applicable to BTC access, likely to provide benefits including both footfall and with regard to takeaway / restaurant home delivery arrangements, well aligned with policy.
Active travel route improvements in town centre (segregating pedestrians and cyclists)	<ul style="list-style-type: none"> Route assessment to confirm the most appropriate active travel routes. TRO change. Equality Impact Assessment (EQIA). Consultations under Highways (Road Hump) Regulations. Cycle street treatments. Signage amendments. 	£1-2m / 1-2 years	Not included: The benefits of segregated active travel facilities (e.g. cycle lanes) in a town centre environment are not well defined. Potential for confusion, inappropriate use and difficulty of enforcement.
Wider active travel connections – TfW ATNDR	<ul style="list-style-type: none"> Kerb realignment. Cycle street treatment. Signage amendments. 	£1-2m / 1-2 years	Not included: Higher cost, medium to long term intervention. Wider active travel connections would be better considered as part of wider Bridgend active travel improvements (such as via TfW's access to stations work (ATNDR) or BCBC's ATNM work) rather than directly as a BTC scheme.
Wider active travel connections – ATNM	<ul style="list-style-type: none"> Public communication. TRO change. EQIA Consultation under Highways (Road Hump) Regulations. 		
Cycle storage / cycle hub	<ul style="list-style-type: none"> Identify suitable locations (could be situated at bus and / or rail stations). Possible kerb realignment and surfacing. Installation of cycle parking / shelters. TRO change. 	£50-500k / 6-9 months	Included: Low cost / short-term option, directly applicable to BTC access, likely to provide benefits and would help overcome the lack of cycle storage issue highlighted in the town centre masterplan, well aligned with policy.

Intervention	Actions Required	Indicative Cost / Timescale	Reason for inclusion / non-inclusion
	<ul style="list-style-type: none"> EQIA Consultation under Highways (Road Hump) Regulations. 		
Cycle hire scheme	<ul style="list-style-type: none"> Review of suitable sites. Installation of cycle parking / shelters. Enter into agreement with a suitable provider. Kerb realignment and surfacing. TRO change. EQIA Consultation under Highways (Road Hump) Regulations. 	£ will vary depending on the operating model chosen / Medium to long-term	Not included: Higher cost, medium to long term intervention. Would require the delivery of an area-wide scheme. Whilst there could be benefits to the town centre, it would be better considered as part of wider Bridgend active travel improvements rather than directly as a BTC scheme.
Wayfinding / town centre Signage	<ul style="list-style-type: none"> Development of wayfinding strategy. Design work. Installation of signage and totems. 	£100k-750k + / 1 – 2 years depending on complexity of scheme	Included: Short-term, potentially low-cost solution, that is likely to have benefits as part of a multi-modal package of measures. Well aligned with policy. Potential to connect with wayfinding schemes elsewhere in the county. Would ensure suitable connectivity between pedestrianised area and shopping centre, and the new college site to the southeast.
On-street blue badge provision	<ul style="list-style-type: none"> Identify parking locations on Derwen Road and The Rhiw (check if there is potential for perpendicular / echelon spaces). 	£50k-500k / 1-2 years	Included: Short-term, potentially low-cost solution, that is likely to have benefits as part of a multi-modal package of measures including as part of a car parking strategy. Would help improv blue badge holder access to the town centre.
Develop a car parking strategy for BTC	<ul style="list-style-type: none"> Produce a strategy. Any required works would be based on this. 	£10-20k / within a year to produce strategy Implementation costs and timescales dependent on scale of intervention.	Included: It is recommended that a car parking strategy is developed for BTC that considers potential improvements such as signage, etc. in conjunction with the provision of additional on-street blue badge parking. This would help make better use of existing assets and would be suitable as part of a multi-modal package of interventions.
Shop mobility hub reinstatement	<ul style="list-style-type: none"> Identify suitable location and premises. Lease / construct premises. Potential need to subsidise costs. 	£ will vary depending on the operating model chosen / medium term.	Not included: ShopMobility is not operated by BCBC and there are external factors beyond the control of the council regarding reinstatement. There would be difficulties associated with the availability of suitable premises and potential associated costs of the scheme. The option does not form part of the current package but could be considered as a standalone medium to long term option to improve inclusive access.

9. Bridgend Town Centre – Multi-Modal Access Recommendations

9.1 Summary of Multi-modal Package

The recommended package of options to improve access to Bridgend Town Centre is summarised in Figure 9-1. De-pedestrianisation Option 1 – reduced hours of pedestrianisation – should be introduced alongside several other measures that will improve access to the town centre by multiple modes of travel.

Figure 9-1 - Town Centre Access – Multi-modal Package



Further detail regarding each of the proposed option is as follows:

- **Reduced hours of pedestrianisation (11am to 3pm / 11am to 4pm)** – retain access for deliveries and collections outside of this period. Requires a safety assessment. Subject to the assessment the hours could potentially be amended via a change in signage and TRO. There is the potential that an experimental TRO could be introduced and monitored to understand impacts as a ‘quick win’, although this would also be subject to a safety assessment. This would increase activity in the town centre and improve access for businesses. Once introduced this option could be monitored in terms of footfall and vehicle flows. There is potential to enable access for other vehicle types such as blue badge holders and / or permit holders, but these arrangements can be difficult to manage, and a better understanding of the impact would be required.
- **Allow cycling in the town centre.** Could be introduced relatively quickly via an amendment to the existing TRO (or potentially as part of an experimental TRO) and changes to signage / introduction of ‘share with care’ signage. This would increase activity and potentially footfall in the town centre.
- **Provide additional convenient cycle parking in the town centre,** covered where possible. Provide a cycle hub at a key destination such as the bus or rail station. This would ensure cycling is a viable mode to visit the town centre (combined with the measure above).
- **Develop and implement a wayfinding strategy for the town centre.** Should link to key locations such as the bus and rail stations, the southern part of the town centre and the new Bridgend College site. A wide range of wayfinding strategies could be applied from signage to electronic totems. A proportionate strategy

should be developed, that could link with the Heritage Trail Integrated Wayfinding Strategy currently being developed. This will help ensure the pedestrianised part is clearly connected to the rest of the town centre.

- **Improve bus facilities on the periphery of the town centre**, such as providing timetable information, cantilever shelter, raised kerbs, etc. There is also the potential to introduce additional stops where coverage is incomplete. This will help encourage bus access to the town centre.
- **Develop and implement a parking strategy for the town centre**. There are over 700 spaces in dedicated car parks on the periphery of the town centre as well as on street parking. A parking strategy could include signage, potentially including electronic capacity information; improvements to the surfacing, layout and lighting of car parks; the introduction of Electric Vehicle charging points, improvements to links from the car parks to the town centre; seeking opportunities for additional short stay or blue badge holder parking on the periphery of the town centre. For instance, echelon parking could be introduced on The Rhiw, whilst the TRO for taxi ranks on Derwen Road could be amended to enable for use by other vehicle types during the day. A parking strategy would help make better use of the existing vehicular access provision.

The recommended interventions listed above should be developed as a package. Nonetheless there may be opportunities for quick wins, where TRO amendments or even experimental traffic orders could be introduced. Additionally, opportunities for greening, public realm improvements and the promotion of café culture should be sought whilst developing the transport led package of measures.

9.2 Other Potential Complimentary Interventions

A key to the success of modern town centres is driven by the experience and the sense of place. Visitors are drawn to a town centre to experience the environment it provides as much as for the goods or services they wish to purchase. Other interventions that could help improve the attractiveness of the town centre as an experience and therefore encourage an increase in footfall are set out as follows:

- Landscaping / greening of the town centre (in line with the Bridgend Town Centre Green Infrastructure Plan currently being developed) – this could include tree planting, soft-landscaping, rain gardens and informal ‘play on the way’ features.
- Public realm improvements – street furniture, additional seating areas.
- Enable more outdoor seating and large umbrellas to facilitate a café culture. This could involve changes to licensing agreements and the reworking of the streetscape to identify suitable locations.
- Streetscene enhancement (linked to the Transforming Towns Programme). This could involve regenerating shop fronts, improving shop signage and other repairs, painting frontages, or repurposing buildings into co-working workshops.
- Identify suitable spaces for outdoor events. This could include weekend or lunch time farmers markets, Christmas markets, or other users.

These potential complimentary interventions are to be further explored when funding allows.



APPENDICES

Appendix A. Option Details



A.1 Option 1 Details

Elements	Location	Existing	Proposed
Pedestrianised Area	Quarella Road and the eastern side of Market Street.	No motor vehicles except for buses, taxis, permit holders and loading. At All Times.	<ul style="list-style-type: none"> Retained – no changes to TRO.
	Market Street, Dunraven Place and Queen Street from its junction with Dunraven Place to a point approximately 4 metres south of the southern boundary of 20 Queen Street. N.B. Caroline Street, Adare Street, Wyndham Street and Cross Street are governed by the same times but are not referred to in the current TRO.	10am – 6pm No vehicles except for loading between 6pm - midnight and between midnight - 10am.	<ul style="list-style-type: none"> Pedestrianised area time changed to 11am- 5pm. Change to TRO. Include Caroline Street, Adare Street, Wyndham Street and Cross Street in Schedule 6 of the new TRO. Currently not referred to. Pedestrianised area times for these roads also changed accordingly to 11am – 5pm. Change to TRO Change loading times to reflect new pedestrianised area times. No vehicles except for loading between 5pm – midnight and between midnight – 11am. Change to TRO.
	Derwen Road between its junctions with southern side of Wyndham Street and northern side of Caroline Street.	10pm Friday – 6.30am Saturday 10pm Saturday – 6.30am Sunday	<ul style="list-style-type: none"> Remove from TRO subject to consultation with South Wales Police. Change to TRO.
Short Stay Parking Provision	Derwen Road	Monday – Saturday 5am – 6pm	<ul style="list-style-type: none"> Include new short stay parking provision within loading only bays. Undertake a survey to establish usage of days between 10am and 6pm. Change to TRO.



	Rhiw Road	Monday – Saturday 10am – 4pm	<ul style="list-style-type: none"> • Include new short stay parking provision within loading only bays. Undertake a survey to establish usage of days between 10am and 6pm. Change to TRO.
Automated Bollards	Queen Street, Market Street, Wyndham Street and Caroline Street.	Operational 10am – 6pm	<ul style="list-style-type: none"> • Change automated bollards operating times to reflect new pedestrianised area times 11am – 5pm.
Signage	Town Centre – various locations		<ul style="list-style-type: none"> • Add new traffic signage to reflect changes to the TRO.
Click and Collect Provision	Town Centre – various locations		<ul style="list-style-type: none"> • Exact location of click and collect facility to be confirmed.
Shop Mobility	Town Centre	Brackla 1 Car Park	<ul style="list-style-type: none"> • Options for Shop Mobility to be appraised.
Cycle Storage	Town Centre	No cycle storage provision	<ul style="list-style-type: none"> • Provide new cycle storage facilities at key access points to the town centre.
Evening Car Parking Provision	Town Centre Car Parks	<ul style="list-style-type: none"> • BCBC Rhiw Multi-Storey Car Park - closes at 7pm and locked access after 7pm. • BCBC Brackla Three (Brackla Street) Open 24hours – no charge after 6pm. • BCBC Bowls Hall Car Park – closes at 6pm. • BCBC Tondu Road Car Park (Bridgend RFC) - Open 24 hours – no charge after 6pm. • BCBC Tremains Road Car Park - Open 24hours – no charge after 6pm. • Private Car Parks – Timings vary. 	<ul style="list-style-type: none"> • Promote car parking availability for evening hours. • Install improved lighting on the access link to the Brackla Three Car Park (Brackla Street) from the town centre.
New TRO	Town Centre	Various versions of the Town Centre TRO	<ul style="list-style-type: none"> • Revision of TRO. BCBC Legal to advise.



A.2 Option 2 Details

Elements	Location	Existing	Proposed
Pedestrianised Area	Quarella Road and the eastern side of Market Street.	No motor vehicles except for buses, taxis, permit holders and loading. At All Times.	<ul style="list-style-type: none"> Quarella Road retained. Eastern Side of Market Street - Pedestrianised Area between 11am- 3pm - No motor vehicles except for buses, taxis, permit holders and loading. All vehicles allowed between 3pm - midnight and midnight and 11am.
	Market Street, Dunraven Place and Queen Street from its junction with Dunraven Place to a point approximately 4 metres south of the southern boundary of 20 Queen Street. N.B. Caroline Street, Adare Street, Wyndham Street and Cross Street are governed by the same times but are not referred to in the current TRO.	10am – 6pm No vehicles except for loading between 6pm-midnight and between midnight -10am.	<ul style="list-style-type: none"> Pedestrianised area time changed to 11am- 3pm. Change to TRO. Market Street, Dunraven Place and Queen Street from its junction with Dunraven Place to a point approximately 4 metres south of the southern boundary of 20 Queen Street Pedestrianised area between 11am - 3pm. All vehicles allowed between 3pm – midnight and between midnight and 11am. (See additional short stay provision below) Caroline Street, Adare Street, Wyndham Street and Cross Street Pedestrianised area between 11am – 3pm. No vehicles except for loading between 3pm-midnight and between midnight -11am. Change to TRO.
	Derwen Road between its junctions with southern side of Wyndham Street and northern side of Caroline Street.	10pm Friday – 6.30am Saturday 10pm Saturday – 6.30am Sunday	<ul style="list-style-type: none"> Amend TRO subject to consultation with South Wales Police.
Short Stay Parking Provision	Market Street, Dunraven Place and Queen Street.	Monday – Saturday 5am – 6pm	<ul style="list-style-type: none"> Introduce new short stay parking provision within former loading bay areas in the pedestrianised area between 3pm and 11am on Market Street, Dunraven Place and Queen Street. Change to TRO.



Automated Bollards	Queen Street, Market Street, Wyndham Street and Caroline Street.	Operational 10am – 6pm	<ul style="list-style-type: none"> • Change automated bollards operating times to reflect new pedestrianised area times 11am – 3pm. • Requirement for additional automatic bollards to be explored.
Signage	Town Centre – various locations		<ul style="list-style-type: none"> • Add new traffic signage to reflect changes to the TRO.
Shop Mobility	Town Centre	Brackla 1 Car Park	<ul style="list-style-type: none"> • Options for Shop Mobility provision to be appraised.
Cycle Storage	Town Centre	No cycle storage provision	<ul style="list-style-type: none"> • Provide new cycle storage facilities at key access points to the town centre.
Evening Car Parking Provision	Town Centre Car Parks	<ul style="list-style-type: none"> • BCBC Rhiw Multi-Storey Car Park - closes at 7pm and locked access after 7pm • BCBC Brackla Three (Brackla Street) Open 24hours – no charge after 6pm. • BCBC Bowls Hall Car Park – closes at 6pm. • BCBC Tondu Road Car Park (Bridgend RFC) - Open 24hours – no charge after 6pm. • BCBC Tremains Road Car Park - Open 24hours – no charge after 6pm. • Private Car Parks – timings vary 	<ul style="list-style-type: none"> • Promote car parking availability for evening hours. • Install improved lighting on the access link to the Brackla Three Car Park (Brackla Street) from the town centre.
New TRO	Town Centre	Various versions of the Town Centre TRO	<ul style="list-style-type: none"> • Revision of TRO. BCBC Legal to advise.



A.3 Option 3 Details

Elements	Location	Existing	Proposed
Pedestrianised Area	Quarella Road and the eastern side of Market Street.	No motor vehicles except for buses, taxis, permit holders and loading. At All Times.	<ul style="list-style-type: none"> • Retained for Quarella Road. • Removed for eastern side of Market Street. - de-pedestrianised. Change to TRO.
	Market Street, Dunraven Place and Queen Street from its junction with Dunraven Place to a point approximately 4 metres south of the southern boundary of 20 Queen Street N.B. Caroline Street, Adare Street, Wyndham Street and Cross Street are governed by the same times but are not referred to in the current TRO	10am – 6pm No vehicles except for loading between 6pm midnight and between midnight -10am.	<ul style="list-style-type: none"> • Removed for western side of Market Street, Dunraven Place and Queen Street - de-pedestrianised. Removed from TRO. • Physical works to create differences between road and footway levels. • Include Caroline Street, Adare Street, Wyndham Street and Cross Street in Schedule 6 of the new TRO. Currently not referred to. • Pedestrianised area times for Caroline Street, Adare Street, Wyndham Street and Cross Street changed to 11am – 3pm. Physical barrier will need to be installed to prevent access. Change to TRO.
	Derwen Road between its junctions with Southern side of Wyndham Street and northern side of Caroline Street.	10pm Friday – 6.30am Saturday 10pm Saturday – 6.30am Sunday	<ul style="list-style-type: none"> • Remove from TRO subject to approval from South Wales Police. Change to TRO.
Short Stay Parking Provision	Market Street and Dunraven Place.	None	<ul style="list-style-type: none"> • Part redesignation of former loading bays as 30-minute limit parking bays between 8am -6pm. After 6pm and before 8am no limit on parking time. Change to TRO <ul style="list-style-type: none"> • Part redesignation of former loading bays as dedicated blue badge parking spaces. Stipulate in the TRO limited waiting times for Blue Badge users. Change to TRO.



Automated Bollards	Queen Street, Market Street, Wyndham Street and Caroline Street.	Operational 10am – 6pm	<ul style="list-style-type: none"> • Remove bollards on Queen Street and Market Street. • Add new bollards to the entrance of the pedestrianised zone on Wyndham and Caroline Street. • Change automated bollards operating times to reflect new pedestrianised area times (11am – 3pm).
Signage	Town Centre – various locations		<ul style="list-style-type: none"> • Add new traffic signage to reflect changes to the TRO.
Shop Mobility	Town Centre	Brackla 1 Car Park	<ul style="list-style-type: none"> • Options for Shop Mobility provision to be appraised
Evening Car Parking Provision	Town Centre Car Parks	<ul style="list-style-type: none"> • BCBC Rhiw Multi-Storey Car Park - closes at 7pm and locked access after 7pm • BCBC Brackla Three (Brackla Street) Open 24hours – no charge after 6pm. • BCBC Bowls Hall Car Park – closes at 6pm. • BCBC Tondu Road Car Park (Bridgend RFC) - Open 24hours – no charge after 6pm. • BCBC Tremains Road Car Park - Open 24hours – no charge after 6pm. • Private Car Parks – timings vary. 	<ul style="list-style-type: none"> • Promote car parking availability for evening hours. • Install improved lighting on the access link to the Brackla Three Car Park (Brackla Street) from the town centre.
New TRO	Town Centre	Various versions of the Town Centre TRO	<ul style="list-style-type: none"> • Revision of TRO. BCBC Legal to advise.



Appendix B. Option Appraisal – Policy Alignment



Llwybr Newydd: the Wales transport strategy 2021 Options Appraisal Summary Table

ID	Priorities		Option 1	Option 2	Option 3
1	Bring services to people in order to reduce the need to travel:		-1	-2	-4
2	Allow people and goods to move easily from door to door by accessible, sustainable transport:		-1	-2	-4
3	Encourage people to make the change to more sustainable transport:		-1	-2	-4
Well-Being Ambitions					
4	Good for people and communities:	Equality	-1	-2	-4
	A transport system that contributes to a more equal Wales, a healthier Wales and that everyone has the confidence to use.	Health			
		Confidence and safety			
5	Good for the environment:	Carbon emissions	-1	-2	-4
	A transport system that delivers a significant reduction in Greenhouse gas emissions, maintains biodiversity and ecosystem resilience and reduces waste	Biodiversity			
		Soils & water			
		Waste			
6	Good for the economy and places:	Cohesive communities	-1	-2	-4
	A transport system that contributes to our wider economic ambitions, helps local communities, supports a more sustainable transport supply chain, uses the latest innovations and addresses transport affordability	Placemaking			
		Innovation			
		Distribution of goods			
		Affordability			
7	Good for culture and the Welsh Language:	Welsh language	-1	-2	-4
	A transport system that supports the Welsh language, enables more people to use sustainable transport to get to arts, sport and cultural activities, and protects and enhances our historic environment.	Arts, sports and culture			
		Historic environment			
Total			-7	-14	-28



Active Travel (Wales) Act 2021 Options Appraisal Summary Table

ID	Priorities	Option 1	Option 2	Option 3
1	For walking and cycling to be the natural mode of choice for short everyday journeys, or as part of a longer journey in combination with other sustainable modes.	-2	-3	-4
Total		-2	-3	-4



Well-being and Future Generations (Wales) Act 2015 Options Appraisal Summary Table

ID	Principle	Key requirements	Option 1	Option 2	Option 3
1	A prosperous Wales	An innovative, productive and low carbon society which recognise the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change ³); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.	-2	-3	-4
2	A resilient Wales	A nation with maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change)	-2	-3	-4
3	A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).	2	0	-1
4	A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.	-2	-3	-4
5	A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.	-2	-3	-4
6	A Wales of vibrant culture & thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.	n/a	n/a	n/a
7	A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.	-3	-4	-5
Total			-9	-16	-22

Planning Policy Wales (2024) Options Appraisal Summary Table

ID	Priorities	Key requirements	Option 1	Option 2	Option 3
1	Growing our economy in a sustainable manner	Fosters economic activity	0	0	0
		Enables easy communication			
		Generates its own renewable energy			
		Vibrant and dynamic			
		Adaptive to change			
		Embraces smart and innovative technology			
2	Making best use of resources	Makes best use of natural resources	n/a	n/a	n/a
		Prevents waste			
		Prioritises the use of previously developed land and existing buildings			
		Unlocks potential and regenerates			
		High quality and built to last			
3	Facilitating accessible and healthy environments	Accessible and high-quality green space	-2	-3	-4
		Accessible by means of active travel and public transport			
		Not car dependent			
		Minimises the need to travel			
		Provides equality of access			
		Feels safe and inclusive			
		Supports a diverse population			
		Good connections			
		Convenient access to goods and services			
		Promotes physical and mental health and well-being			



ID	Priorities	Key requirements	Option 1	Option 2	Option 3
4	Creating & sustaining communities	Enables the Welsh language to thrive	n/a	n/a	n/a
		Appropriate development densities			
		Homes and jobs to meet society's needs			
		A mix of uses			
		Offers cultural experiences			
		Community based facilities and services			
5	Maximising environmental protection and limiting environmental impact	Resilient biodiversity and ecosystems	-2	-3	-4
		Distinctive and special landscapes			
		Integrated green infrastructure			
		Appropriate soundscapes			
		Reduces environmental risks			
		Manages water resources naturally			
		Clean air			
		Reduces overall pollution			
		Resilient to climate change			
		Distinctive and special historic environments			
Total			-4	-6	-8



Future Wales: the national plan 2040 Options Appraisal Summary Table

ID	Priorities	Key requirements	Option 1	Option 2	Option 3
1	A Wales where people live and work in connected, inclusive and healthy places that everyone can be a part of.	connected – with the right transport, internet and phone networks	-2	-3	-4
		inclusive – meeting people's needs whatever their background or age			
		healthy – with the right homes, jobs, services, leisure and public spaces			
2	A Wales where people live in vibrant rural places with access to homes, jobs and services.	connected – with the right transport, internet and phone networks	-2	-3	-4
		inclusive – meeting people's needs whatever their background or age			
		healthy – with the right homes, jobs, services, leisure and public spaces			
3	A Wales where we tackle health, poverty and inequality through growth.	bring opportunities – attracting businesses, better homes and jobs	n/a	n/a	n/a
		improve people's lives and reduce poverty			
		focus on each region's strengths and what they need to thrive			
4	A Wales where the Welsh Language is thriving.	protect Welsh speaking communities and promote new development which encourages people to speak Welsh	n/a	n/a	n/a
5	A Wales where people live and work in cities and towns that are growing	create jobs and opportunities	-2	-3	-4
		reduce pollution			
		use investment in the right ways			



ID	Priorities	Key requirements	Option 1	Option 2	Option 3
6	A Wales where people live in places that promote wealth, new ideas and culture.	bring businesses, jobs and activities	0	0	0
		explore new technologies			
		attract people from all over the world			
7	A Wales where travel is sustainable.	develop better transport networks	-2	-3	-4
		improve public transport – reducing the need to use cars			
		reduce pollution			
8	A Wales where people can connect to great digital infrastructure.	make sure everyone can get superfast and ultra-fast broadband	n/a	n/a	n/a
		develop better phone networks			
9	A Wales where places manage natural resources and reduce pollution.	protect and enhance natural resources – including the coastline, forests, water and minerals	-2	-3	-4
		reduce pollution and improve people’s lives			
10	A Wales where there are biodiverse, resilient and connected ecosystems.	value and protect nature – our forests, wildlife, flowers and insects	n/a	n/a	n/a
		reverse the harm done to nature and help it to thrive			
11	A Wales where people live in places that are decarbonised (create less carbon pollution).	face the challenges of the climate crisis	-2	-3	-4
		promote opportunities for renewable energy and electric vehicles			
		improve people’s health and wellbeing			
Total			-12	-18	-24



Bridgend County Council - Local Transport Plan 2015-2030 Options Appraisal Summary Table

ID	Goals	Key requirements	Option 1	Option 2	Option 3
1	To support economic growth and safeguard jobs with a particular focus on City Regions, Enterprise Zones and local growth zones by:	Improving access to jobs and services by sustainable and active travel;	-2	-3	-4
		Reducing congestion, improved journey time reliability, greater network resilience;			
		Maximising potential to use bus and/or rail to access key employment and other sites;			
		Improving access for freight.			
2	To reduce economic inactivity by delivering safe and affordable access to employment sites through:	Seamless journeys and integrated ticketing;	-2	-3	-4
		Affordable access to jobs, services and education.			
3	To maximise the contribution that effective and affordable transport services can make to reducing transport poverty and target investment to support improvements in accessibility for the most disadvantaged communities by:	Supporting rural areas by improving access to key services;	-2	-3	-4
		Promoting bus services that enable communities to access employment/services			
4	Encourage safer, healthier and sustainable travel to achieve:	Increased take up of active and sustainable travel;	-2	-3	-4
		Reduced number of personal injury accidents;			
		Reduction in the negative impact of transport emissions on health and the environment;			
		Increased number of journeys to tourism destinations being made by sustainable and active travel modes.			
Total			-8	-12	-16

Bridgend County Council - Corporate Plan Options Appraisal Summary Table

ID	Goals	Key requirements	Option 1	Option 2	Option 3
1	A County Borough where we protect our most vulnerable	Providing high-quality children's and adult social services and early help services to people who need them	n/a	n/a	n/a
		Supporting people in poverty to get the support they need or help they are entitled to			
		Supporting people facing homelessness to find a place to live			
		Supporting children with additional learning needs to get the best from their education			
		Safeguarding and protecting people who are at risk of harm			
2	A County Borough with fair work, skilled, high-quality jobs and thriving towns	Helping our residents get the skills they need for work	n/a	n/a	n/a
		Making sure our young people find jobs or are in education or training			
		Improving our town centres, making them safer and more attractive			
		Attracting investment and supporting new and existing local businesses			
3	A County Borough with thriving valleys communities	Investing in Maesteg town centre and creating more jobs in the valleys	n/a	n/a	n/a
		Improving community facilities and making them more accessible			
		Improving education and skills in the valleys			
		Investing in our parks and supporting tourism to the valleys			
4	A County Borough where we help people meet their potential	Providing safe, supportive schools with high quality teaching	n/a	n/a	n/a
		Expanding Welsh medium education opportunities			
		Modernising our school buildings			
		Supporting and encouraging lifelong learning			
		Being the best parents we can to our care experienced children			



ID	Goals	Key requirements	Option 1	Option 2	Option 3
		Offering youth services and school holiday programmes for our young people			
5	A County Borough that is responding to the climate and nature emergency	Moving towards net zero carbon	-2	-3	-4
		Improving the energy efficiency of our buildings and services			
		Protecting our landscapes and open spaces and planting more trees			
		Reducing, reusing or recycling as much of our waste as possible			
		Improving flood defences and schemes to reduce flooding of our homes and businesses			
6	A County Borough where people feel valued, heard and part of their community	Improving the way we engage with local people, including young people, listening to their views and acting on them	n/a	n/a	n/a
		Offering more information and advice online and in your libraries and community buildings, not just in Civic Offices			
		Helping clubs and community groups to take control of and improve their facilities and protect them for the future			
		Making sure you can talk to us and hear from us in Welsh			
		Celebrating and supporting diversity and inclusion and tackling discrimination			
7	A County Borough where we support people to live healthy and happy lives	Improving active travel routes and facilities so people can walk and cycle	-2	-3	-4
		Offering attractive leisure and cultural activities			
		Improving children’s play facilities and opportunities			
		Providing free school meals and expanding free childcare provision			
		Integrating our social care services with health services so people are supported seamlessly			
		Improve the supply of affordable housing			
Total			-4	-6	-8



Cwm Taf Morgannwg Public Services Board Well-being Plan 2023-2028 Options Appraisal Summary Table

ID	Goals	Key requirements		Option 1	Option 2	Option 3
1	Healthy local neighbourhoods	Support communities to be inclusive so that:	<ul style="list-style-type: none"> • more people say they feel connected • fewer people say they feel lonely • there is a range of community activities for everyone in the language of their choice. 	-2	-3	-4
		Promote healthier lifestyles in our communities so that:	<ul style="list-style-type: none"> • more people are active • fewer people, particularly children, are obese • there are more opportunities to be active locally and affordably. 			
		Work with communities to build a sense of belonging so that:	<ul style="list-style-type: none"> • more people report feeling safe in their local area • fewer people experience anti-social behaviour • there are opportunities to act together to tackle problems when they occur 			
		Help people to access to support, services and opportunities in their local neighbourhood so that:	<ul style="list-style-type: none"> • more people use active travel • fewer people face long / costly journeys to access services • there are community buildings for everyone to access and use. 			
2	Sustainable and resilient local neighbourhoods	Improve, use, enjoy and protect our natural local spaces so that we see:	<ul style="list-style-type: none"> • more local, accessible green and blue spaces; • fewer incidents of pollution and fly tipping; and • more resilient, healthier ecosystems and natural environment in our local area, including our rivers and hillsides. 	-2	-3	-4
		Support communities by increasing opportunities for more active travel in	<ul style="list-style-type: none"> • more of the things we need and use being nearby; • fewer journeys being undertaken by car; and 			



ID	Goals	Key requirements	Option 1	Option 2	Option 3
		their daily lives so that we see:			
		Understand how we can all use resources more sustainably so that we see:			
		Work with communities identify opportunities for Climate Change mitigation and adaptation and understand potential risks from climate change so that we see:			
Total			-4	-6	-8



Bridgend Town Centre Regeneration Masterplan 2021 Options Appraisal Summary Table

ID	Goals	Key requirements	Option 1	Option 2	Option 3
1	Growth Consolidation of retail, housing intensification and diversification of town centre uses through the introduction of focused employment and education uses to achieve diverse, well curated and managed town centre growth.	Urban Living and Intergenerational Communities Creating in-town living that caters to different age and income groups and increases social housing through the redevelopment of strategic vacant sites and re-purposing of vacant buildings.	n/a	n/a	n/a
		Enterprise Space Creating a satellite hub for businesses with room for office spaces, coworking hubs and light industrial units connecting South Wales and the Cardiff Capital Region through robust transport links.			
		Learning Hub Utilising education as a catalyst for town centre regeneration to spur on the development of a mixed economy that caters for all demographics.			
2	Resilience Future-proofing solutions for the town centre by creating a sustainable community and mixed economy through energy conservation, a mix of land uses and demographics, as well as sustainable travel solutions.	Energy and Renewables To progress towards a low carbon economy through low energy buildings, combined energy networks, sustainable waste strategies and the strategic use of available land.	-2	-3	-4
		Mixed Economy Fostering a mixed economy to ensure a thriving town centre in the ever-changing economic climate through a combination of business, education, retail, leisure and cultural uses.			
		Integrated and Sustainable Mobility			

ID	Goals	Key requirements	Option 1	Option 2	Option 3
		A robust transport strategy that creates a cohesive, accessible and legible network of pedestrian, cycle, public and private transport routes			
3	Well-being Enhancing health and well-being through good quality public spaces and natural landscape to create a more attractive town centre, new open spaces with leisure and recreation opportunities, and richer biodiversity.	Green Blue Infrastructure Creating a robust network of streets and spaces that are clearly defined, accessible to all, safe and resilient, incorporating greening measures and sustainable drainage. Open Space and Community Hotspots Encouraging positive social interaction through the creation of open spaces and areas of activity that demonstrate transformative place-making to enable inclusive communities in Bridgend.	-2	-3	-4
4	Identity Building on from the achievements of the Townscape Heritage Initiative to best utilise the heritage assets and the positive characteristics of the town to establish a 'County Town' with a strong sense of place, cultural identity and attractive appearance.	Heritage-based Place-making Highlighting and reinforcing the existing heritage of Bridgend and utilising it to create a legible town centre with a strong sense of place. Events and Culture Diversification of the town centre offer to provide a wider cultural, social and civic experience that brings added vitality and vibrancy.	n/a	n/a	n/a
Total			-4	-6	-8



Appendix C. Detailed Options Summary



Option 1

Option 1 proposes a light touch approach that would reduce the pedestrianised time period from 10am to 6pm to 11am to 5pm. Outside of this access would be retained for deliveries / collections only. Under this option the town centre streets would be expected to retain very low traffic volumes and remain Pedestrian Priority Streets as set out in ATAG and so would not require significant kerb reinstatement construction works. This option would increase the time periods during which deliveries can take place to coincide with opening hours. Whilst the option does not entirely align with policy it does not represent a significant departure as it is unlikely to encourage a large increase in vehicle trips.

It is recommended that Option 1 be taken forward but as part of a wider package of multi-modal transport options rather than as a standalone option. This option does not represent as significant a change to access arrangements as the other two options and it is therefore recommended that consideration be given to further reducing the pedestrianised time (to 11am to 4pm, or 11am to 3pm). There is potential to enable access for other vehicle types such as blue badge holders and / or permit holders, but these arrangements can be difficult to manage and a better understanding of the impact would be required. The introduction of Option 1, the time periods it applies, and the vehicle types allowed access should be the subject of a safety assessment based on recorded data and calculated predictions. The introduction of any additional vehicle types would be subject to the town centre retaining overall very low traffic levels and therefore remaining a Pedestrian Priority Street.

Options 2 & 3

Options 2 and 3 would reintroduce all vehicular traffic to Queen Street, Dunraven Place and Market Street. The former would do so outside of a reduced pedestrianised period of 11am to 3pm, whilst the latter would do so at all times of the day. Both options would be expected to increase traffic volumes in the town centre and present a viable through route for vehicles. Consequently, under both Options 2 and 3 these routes would be expected to become Informal Streets as set out in ATAG and so would require significant kerb reinstatement works to achieve the required 60mm upstand.

During engagement with Council members and officers it was agreed that Option 3, full de-pedestrianisation of these routes at all times of day, should not be considered further as the policy review has shown that neither of these options accord with national or local policy as they would be expected to encourage use of the private vehicle at the expense of sustainable modes. Consequently, it would be a challenge to secure external funding. Further, whilst the desire to increase activity and footfall in the town centre is understood, the evidence base that re-introducing traffic would increase economic activity is not established. It is therefore recommended that neither Option 2, nor Option 3 be taken forward.

It is understood that there is some support for Option 2. If the authority did wish to pursue the development of Option 2 at a future date it is recommended that the following be undertaken:

- Traffic impact assessment – use available data to estimate the number of vehicles likely to use the link through the town centre if re-opened. Should include micro-simulation modelling and consideration of parking demand.
- Safety assessment – use recorded data for pedestrian and vehicle volumes along with the output from the traffic impact assessment to assess the level of risk that would arise from the re-introduction of vehicular traffic in the town centre.
- Consider revising the hours during which vehicle access would apply, so that pedestrianisation is retained for a longer period. This could reduce conflict between vehicles and pedestrians during busier periods.
- Consider introducing short stay parking for blue badge holders only within the town centre.
- Undertake further consultation and engagement with emergency services and protected characteristic groups.



- Combine the option with a multi-modal package of measures to ensure that access to the town centre for all modes of travel is improved.



Appendix D. Matrix of Interventions – Full Table



Intervention	Advantages	Disadvantages	Actions Required	Indicative Cost	Indicative timescales	Stakeholders	Funding Options	Reason for inclusion or non-inclusion
Reduced hours of pedestrianisation (11-3 / 11-4 / 11-5) – retain access for deliveries and collection outside of this period.	<ul style="list-style-type: none"> Extend periods for which deliveries and collections can be undertaken including longer periods when shops are open. Potential to expand to include other vehicle types, increasing accessibility to the town centre. 	<ul style="list-style-type: none"> Increase in risk as vehicles are reintroduced into a pedestrianised area for a longer period of time. May be considered a lighter touch option that does not have a significant impact. Potential to encourage vehicular traffic contrary to existing policy. 	<ul style="list-style-type: none"> Safety assessment required, which will need to consider pedestrian and delivery volumes based on recorded data. Detailed design of the proposal (extent of intervention dependent on results of safety assessment. Potential for low cost if only signage changes required, more significant if kerblines / carriageway amendments required.) TRO amendment required. Potential that this may need to be referred to the Welsh Government due to the non-standard nature of the current TRO. 	£100k if signage alterations and TRO amendment only required. If kerblines reinstatement is required, the cost is likely to be in the order of £4m-£5m.	Short term within the year if signage and TRO amendments (depending on TRO timescales). If significant kerblines and carriageway amendments are required, then longer term.	Disability groups, particularly blind and partially sighted, traders	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds	Included: Offers some increase in vehicle accessibility and the least contrary of the options when appraised against policy. Likely to be deliverable in the short term.
Reduced hours of pedestrianisation (11-3) – all vehicles allowed outside of this period.	<ul style="list-style-type: none"> Increases access to town centre for vehicular borne shoppers potentially increasing footfall. Short stay parking enables visitors to access shops within easy walking distance. Improved access for blue badge holders directly into the town centre. 	<ul style="list-style-type: none"> Will result in an increase in risk as vehicles are reintroduced into a pedestrianised area likely changing the character from a Pedestrian Priority Street to an Informal Street for which kerb reinstatement will be required. Likely to encourage vehicular traffic contrary to existing policy. Potential for the route to be used as a through route as the parallel Nolton Street is southbound only for traffic. Increase in vehicular traffic could make the town centre less attractive and reduce the potential for complimentary uses such as markets, or 	<ul style="list-style-type: none"> Safety assessment required, which will need to consider pedestrian and traffic volumes based on recorded data and predictions regarding diversionary traffic movements. Detailed design of the proposal which is expected to require kerb reinstatement and carriageway construction. TRO amendment required. Potential that this may need to be referred to the Welsh Government due to the non-standard nature of the current TRO. 	In the order of £4m-£5m	Medium to Long	Disability groups, particularly blind and partially sighted, traders	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds	Not included: Not well aligned with current policy. Likely to be a high cost scheme, with funding and deliverability issues. Potential to monitor delivery of a light touch option and re-appraise if there is a material change in policy guidance, including the guidance on level surface schemes.

Intervention	Advantages	Disadvantages	Actions Required	Indicative Cost	Indicative timescales	Stakeholders	Funding Options	Reason for inclusion or non-inclusion
		additional outdoor seating areas						
Bus access to town centre	<ul style="list-style-type: none"> Improve access for bus users reducing distance to shops. Encourages additional users to access town centre by bus. 	<ul style="list-style-type: none"> Increase in risk as large vehicles are introduced into a previously pedestrian area. Increased risk at junctions. Increased difficulty in accessing shops for some. 	<ul style="list-style-type: none"> Signage amendments. Bus stop provision. Detailed design with kerb reinstatement anticipated at bus stops. TRO change. 	In the order of £1m	1-2 years	Bus operators, traders, disability groups, particularly blind and partially sighted (crossing street where buses will travel)	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Local Transport Fund	Not included: Medium to long-term option. Relatively high-cost with potential safety implications. Benefits of increased bus access may not be sufficient in comparison to costs and disruption. The option would need agreement from bus operators and amendments to existing routes.
Improve bus facilities improvements	<ul style="list-style-type: none"> Improve access to town centre. Encourage access by bus. 	<ul style="list-style-type: none"> May not have a significant impact in isolation. Should form part of multi-modal measures. 	<ul style="list-style-type: none"> Review existing bus stop provision. Design and implement improvements (subject to available space) 	£50k-150k	Within 1 year	Bus operators	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Local Transport Fund	Included: Low cost / short-term option, directly applicable to BTC access, would help improve access to the town centre as part of multi-modal package, well aligned with policy.
Cycle access permitted to town centre	<ul style="list-style-type: none"> Increases permeability of town centre for cyclists. Increase number of cyclists in town centre, increasing footfall. Supports takeaway / restaurant home delivery type arrangements. 	<ul style="list-style-type: none"> Increased risk, and perception of risk, due to conflict of pedestrians and cyclists. 	<ul style="list-style-type: none"> TRO change 	£60k-100k	Within 1 year, dependent on successful TRO application	Cycling groups, disability groups, particularly blind and partially sighted	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Active Transport Fund	Included: Low cost / short-term option, directly applicable to BTC access, likely to provide benefits including both footfall and with regard to takeaway / restaurant home delivery arrangements, well aligned with policy.
Active travel route improvements in town centre	<ul style="list-style-type: none"> Allows for more direct active travel access to the town centre. Places cycling in a primary position as a mode of transport. Allows for cycle delivery market to expand, supporting home delivery type arrangements. 	<ul style="list-style-type: none"> Increase in risk and perception of risk, due to conflict of pedestrians and cyclists. New infrastructure may create some confusion if not implemented carefully. New infrastructure, that would delineate between pedestrians and cyclists space, may be difficult to enforce 	<ul style="list-style-type: none"> Route assessment to confirm the most appropriate active travel routes. Level of service assessment to determine what impact improvements would have on traffic. TRO change. Equality Impact Assessment (EQIA). 	£1-2m	1-2 years	Cycling groups, disability groups, particularly blind and partially sighted, pedestrians.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Active Transport Fund	Not included: The benefits of segregated active travel facilities (e.g. cycle lanes) in a town centre environment are not well defined. Potential for confusion, inappropriate use and difficulty of enforcement.

Intervention	Advantages	Disadvantages	Actions Required	Indicative Cost	Indicative timescales	Stakeholders	Funding Options	Reason for inclusion or non-inclusion
	<ul style="list-style-type: none"> Further clarity provided between cycling and non-cycling locations. 	and could be ignored with potential safety implications.	<ul style="list-style-type: none"> Consultations under Highways (Road Hump) Regulations. Cycle street treatments. Signage amendments. 					
Wider active travel connections – TFW ATNDR	<ul style="list-style-type: none"> Allow for more direct active travel access to the town centre. Creates a web of active travel links across the town Places cycling in a primary position as a mode of transport. Allows for cycle delivery market to expand, supporting home delivery type arrangements. 	<ul style="list-style-type: none"> Increase in risk and perception of risk, due to conflict of pedestrians and cyclists. 	<ul style="list-style-type: none"> Cycle street treatments. Signage amendments. Public communication. TRO change. EQIA Consultation under Highways (Road Hump) Regulations. 	£1-£2m	1-2 years	Cycling groups, disability groups, particularly blind and partially sighted, pedestrians.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Active Transport Fund	Not included: Higher cost, medium to long term intervention. Wider active travel connections would be better considered as part of wider Bridgend active travel improvements (such as via TFW's access to stations work (ATNDR) or BCBC's ATNM work) rather than directly as a BTC scheme.
Wider active travel connections – ATNM	<ul style="list-style-type: none"> Allow for more direct active travel access to the town centre. Creates a web of active travel links across the town. Places cycling in a primary position as a mode of transport. Allows for cycle delivery market to expand, supporting home delivery type arrangements. 	<ul style="list-style-type: none"> Increase in risk and perception of risk, due to conflict of pedestrians and cyclists. 	<ul style="list-style-type: none"> Kerb realignment – footway widening to provide SUP Delivery of cycle only route north of the town centre adjacent to the bus station. Cycle street treatment. Signage amendments. Public communication. Streets to be taken into consideration: Station Hill, Market Street, Park Street, Water Street. TRO change. EQIA Consultation under Highways (Road Hump) Regulations. 	£1-2m	1-2 years	Cycling groups, disability groups, particularly blind and partially sighted, pedestrians.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Active Transport Fund	
Cycle storage / cycle hub	<ul style="list-style-type: none"> Increased and improved cycle storage in the town centre. Encourages active travel and reduces reliance on cars. Decreased presence of cars in the town centre, reducing traffic congestion and car emissions. 	<ul style="list-style-type: none"> Space requirements. Maintenance. Vandalism of facilities. Limited capacity. User education: cyclists need to be aware of the available cycle storage options and how to use them effectively. 	<ul style="list-style-type: none"> Identify suitable locations (could be situated at bus and / or rail stations). Possible kerb realignment and surfacing. Installation of cycle parking / shelters. TRO change. 	£50-500k	6-9 months	Cycling groups.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Active Transport Fund	Included: Low cost / short-term option, directly applicable to BTC access, likely to provide benefits and would help overcome the lack of cycle storage issue highlighted in the town centre masterplan, well aligned with policy.

Intervention	Advantages	Disadvantages	Actions Required	Indicative Cost	Indicative timescales	Stakeholders	Funding Options	Reason for inclusion or non-inclusion
	<ul style="list-style-type: none"> Space efficiency: proper cycle storage provides a secure place to lock up bicycles, reducing the risk of theft and vandalism. Reduced demand for parking spaces, freeing up room for more uses. Improved mobility and connections to other modes of transportation. 		<ul style="list-style-type: none"> EQIA Consultation under Highways (Road Hump) Regulations. 					
Cycle hire scheme	<ul style="list-style-type: none"> Increased cycling access to the town centre from a wider area. Accessibility: bicycles readily accessible to a wider range of people. Last-mile connectivity: convenient to get from train station to the town centre and other final destinations. Reduced demand for parking. Encourages active travel and reduces the demand for travel by car. Flexibility: various docking stations make it a flexible mode of transportation for short trips or one-way journeys. 	<ul style="list-style-type: none"> Infrastructure requirements: network of docking stations. Initial costs: upfront investment in bicycles, docking stations, management system. Maintenance and repair costs. Vandalism and theft. User behaviour: proper parking at docking stations, careful use of bicycles. Seasonal variability: during the winter months and during poor weather conditions, a cycle scheme can be less cost-effective due to a decrease in use. Accessibility: not all individuals can use bicycles. Safety concerns: lack of helmets and perceptions of risk for users. 	<ul style="list-style-type: none"> Review of suitable sites. Installation of cycle parking / shelters. Enter into agreement with a suitable provider. Kerb realignment and surfacing. TRO change. EQIA Consultation under Highways (Road Hump) Regulations. 	£ will vary depending on the operating model chosen.	Medium to long	Cycling groups.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Active Transport Fund	Not included: Higher cost, medium to long term intervention. Would require the delivery of an area-wide scheme. Whilst there could be benefits to the town centre, it would be better considered as part of wider Bridgend active travel improvements rather than directly as a BTC scheme.
Wayfinding / town centre Signage	<ul style="list-style-type: none"> Improve the ability of visitors to navigate the town centre. Improve connectivity with the bus and rail stations. Ensure suitable connectivity between pedestrianised part of the town centre and 	<ul style="list-style-type: none"> Visual clutter. Sign vandalism and theft. Maintenance burden. Misinterpretation: poorly designed or unclear signage can lead to misinterpretation, potentially resulting in 	<ul style="list-style-type: none"> Development of wayfinding strategy. Design work. Installation of signage and totems. 	£100k-750k + depending on complexity of scheme	1 – 2 years depending on complexity of scheme	Cycling groups, disability groups, particularly blind and partially sighted, pedestrians.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds, Active Transport Fund	Included: Short-term, potentially low-cost solution, that is likely to have benefits as part of a multi-modal package of measures. Well aligned with policy. Potential to connect with wayfinding schemes elsewhere in the

Intervention	Advantages	Disadvantages	Actions Required	Indicative Cost	Indicative timescales	Stakeholders	Funding Options	Reason for inclusion or non-inclusion
	<p>shopping centre, and the new college site to the southeast.</p> <ul style="list-style-type: none"> Enhanced user experience: help people navigate their surroundings with ease, reducing confusion and frustration. Contributes to a positive user experience. Increased accessibility: improved signage can make spaces more accessible for individuals with disabilities, including those with visual or mobility impairments. Well-planned wayfinding can lead to increased foot traffic, longer stays, and higher sales for businesses. 	<p>users going the wrong way or not reaching their intended destination.</p>						<p>county. Would ensure suitable connectivity between pedestrianised area and shopping centre, and the new college site to the southeast.</p>
On-street blue badge provision	<ul style="list-style-type: none"> Increased parking capacity for blue badge holders near the town centre. Accessibility: ensures that people with disabilities can access and participate in town centre activities just like everyone else, promoting inclusivity and equal access to public spaces. Independence for individuals with disabilities, reducing their reliance on others for transportation. Safety: prevents individuals with disabilities from having to park in non-designated areas, where they might be at greater risk of accidents or injuries. 	<ul style="list-style-type: none"> Misuse or abuse of parking spaces by non-disabled individuals, preventing people with disabilities from accessing spaces they need. Space allocation: reduction in the number of available parking spots for others, leading to increased congestion or difficulty finding parking. 	<ul style="list-style-type: none"> Identify parking locations on Derwen Road and The Rhiw (check if there is potential for perpendicular / echelon spaces). 	£50k-500k	1 – 2 years	Blue badge holders. People with disabilities.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds	<p>Included:</p> <p>Short-term, potentially low-cost solution, that is likely to have benefits as part of a multi-modal package of measures including as part of a car parking strategy. Would help improve blue badge holder access to the town centre.</p>

Intervention	Advantages	Disadvantages	Actions Required	Indicative Cost	Indicative timescales	Stakeholders	Funding Options	Reason for inclusion or non-inclusion
Develop a car parking strategy for BTC	<ul style="list-style-type: none"> Makes the existing car parking areas more attractive to support motorist access to the town centre. Provide suitable signage, potentially electronic, so that motorists know how to access the car parks. Enhance safety, security and convenience. Increased capacity. Environmental benefits: electric vehicle charging stations promote sustainability and reduce the car park's environmental impact. 	<ul style="list-style-type: none"> Increased user fees. Maintenance costs. May encourage vehicular traffic. Space allocation: reduction of number of parking spots for non-electric vehicles. Misuse of parking spaces reserved for electric vehicles. 	<ul style="list-style-type: none"> Produce a strategy. Any required works would be based on this but could include: <ul style="list-style-type: none"> Electrical connection. Lighting. Surface treatments. Markings. 	£500k +	1 -2 years depending on complexity of scheme	Car park users, electrical vehicle owners.	Levelling Up Shared Prosperity Fund, Developer contributions (section 106), BCBC Capital Funds	Included: It is recommended that a car parking strategy is developed for BTC that considers potential improvements such as signage, etc. in conjunction with the provision of additional on-street blue badge parking. This would help make better use of existing assets and would be suitable as part of a multi-modal package of interventions.
Shop mobility hub reinstatement	<ul style="list-style-type: none"> Improved accessibility, increased independence for people with disabilities. Enhanced shopping experience: enable people with disabilities and mobility challenges to navigate public spaces more easily. Convenience for caregivers: rental of mobility equipment. Promotes inclusivity. 	<ul style="list-style-type: none"> Space requirements for mobility equipment storage. Limited availability of equipment / opening hours / location. Rental fees. Equipment will need to be maintained in good condition. Dependence on external factors: layout, accessibility and footpath condition in the area will impact user experience. Need for funding. 	<ul style="list-style-type: none"> Identify suitable location and premises. Lease / construct premises. Potential to subsidise costs. 	£ will vary depending on the operating model chosen.	Medium	Blue badge holders. People with disabilities.	BCBC Capital Funds and / or BCBC Revenue Funds	Not included: ShopMobility is not operated by BCBC and there are external factors beyond the control of the council regarding reinstatement. There would be difficulties associated with the availability of suitable premises and potential associated costs of the scheme. The option does not form part of the current package but could be considered as a standalone medium to long term option to improve inclusive access.



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