

Cyd-Bwyllgor Corfforedig y Canolbarth; Mid Wales Corporate Joint Committee

MID WALES REGIONAL TRANSPORT PLAN (MW RTP)

Integrated Well Being Assessment

Policy (or Policy Group)	How will the policy benefit people and communities?			How will the policy benefit the environment?			How will the policy benefit places and the economy?				How will the policy benefit culture and the Welsh language?		
	Equality	Health	Safety and Confidence	Reducing carbon emissions & Modal Shift	Biodiversity and ecosystems resilience	Reducing waste	Place-making (places, rural areas, jobs)	Sustainable Transport Innovation	Sustainable Distribution of Goods	Affordability	Welsh Language	Arts and Sport	Historic Environment
Land Use Planning Policies Group	+	++	+	+++	+	+	++	0	+	0	+	+	+
	Equality (+)Key Issues from Case for Change Currently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, compared to 13% across Wales as a whole. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% across Wales (<i>Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TFW</i>). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life. Policy Benefits Policy LUP5 will look to support policies that ensure new services are located closer to where people live and support the implementation of easy-to-access mobility hubs to incorporate local services, small business centres and co-working spaces. Engagement Feedback from stakeholder engagement summarised that access to public transport is a substantial issue in the mid Wales region, with several highlighting that it is not possible to access many bus or railway stations other than in a private vehicle.			Reducing Carbon emission and Modal Shift (+++) Key Issues from Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Policy Benefit Unlike other policy groups, land-use planning policies look to reduce the need at all. As a result, land-use planning policies indirectly can influence modal shift, providing people with essential services that are accessible on-foot or by bicycle. Land-use planning policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%. LUP3 is a particular example or a policy that seeks to decarbonise the transport sector, where it will ensure that all new developments, including new school and health facilities are designed to support walking and cycling connectivity from the outset. . This policy will assist with encouraging people to shift modes from private vehicles to active modes of transport. LUP5 will look to support policies that ensure new services are located closer to where people live and support the implementation of easy-to-access Mobility Hubs to incorporate local services, small business centres and co-working spaces. This policy would assist with larger scale ambitions to reduce carbon emission, making public transport more accessible to users, and facilitating a greater relationship between different modes of transport to mitigate first and last mile journeys by private vehicle. Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this subject was the need for better sustainable transport alternatives to facilitate the changing of modes from the private vehicle.			Placemaking (++) Key Issues from Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (<i>Placemaking Wales, 2020</i>). Policy Benefit Policy LUP4 specifically sets out to improve the quality of places through applying principles of the Placemaking Wales Charter, while policy LUP5 specifically aims to support the implementation of Mobility Hubs, where small business centres and co-working spaces will allow people to live and work in the same place to make for thriving local centres.These policies will assist in delivering high quality places in mid Wales, creating spaces where people want to dwell which will in turn boost local economy though increased footfall at local centres. Approximately 30% of both Powys and Ceredigion populations respectively work from home, which is the highest proportion of home workers behind Cardiff, Monmouthshire and the Vale of Glamorgan in Wales (ONS, 2021). This highlights the importance of providing people with quality places on their doorstep, ones where essential services can be accessed via active modes without the need for a significant car journey. Engagement It was raised in stakeholder engagement the importance of adhering to placemaking principles to ensure that local centres in mid Wales, across urban and rural settlements, are supported.				Welsh Language (+) Key Issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16% (Census, 2021). As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefits Land-use planning policies and their goal to reduce the need to travel can help bring Welsh language services and recreational events closer to where people live. Land-use planning policies are therefore anticipated to have a positive impact on the access that people have to Welsh language services, such as educational and health services. Engagement It was raised in stakeholder engagement the importance of supporting access to Welsh language services in mid Wales, with many dedicated Welsh language services in mid Wales being located outside the largest urban areas.		

<p>Health (++)Key Issues from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite good levels of air quality currently, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Therefore, air quality will need to be monitored to ensure it remains at a healthy level. Policy Benefit Land-use planning policies contribute positively to national and regional air quality goals of achieving net zero by 2050. The mid Wales Energy Strategy (2020) aims to reduce road transport emissions by 54%, the largest sectoral target reduction in the strategy. Land-use planning policies can assist in this reduction to improve air quality and noise, protecting both the environment and public health. Policy LUP3 is a particular example that seeks to decarbonise the transport sector and improve air quality and noise by ensuring that all new developments, including new school and health facilities are designed to support walking and cycling connectivity from the outset. Overall, RTP policies are unlikely to negatively affect compliance with air quality objectives and there is little risk of any exceedance of air quality standards with the implementation of these policies. Engagement Both the importance of decarbonising the way people travel, but also negate the need to travel at all to protect public and environmental health was raised in stakeholder engagement. Transitioning to ULEV and providing the necessary infrastructure for such vehicles to thrive was discussed, alongside softer measures targeted at workplaces and educational facilities to influence behaviour change from car travel to greener modes of transport.</p>	<p>Biodiversity and Ecosystem Resilience (+)Key Issues from the Case for ChangeMid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). Between 10% and 12% of Ceredigion and Powys land mass is respectively covered by sites of statutory protection. However, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022). Policy BenefitPolicy LUP4 aims to improve the quality of place by conserving and enhancing natural, built and historic environments through the application of the principles contained within Placemaking Wales Charter. Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote active and sustainable modes of transport to protect and enhance ecosystem sand habitats in the region.</p>	<p>Sustainable Transport Innovation (0)Key Issues from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10).Policy Benefit Land-use planning policies focus on reducing the need to travel. As a result, it is not anticipated that there will be any significant benefits to sustainable transport innovation offered by land-use planning policies. Engagement Sustainable transport innovation in connection with land-use planning was not raised during stakeholder engagement sessions.</p>	<p>Art and sports (+)Key Issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live.To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit Through reducing the need to travel and bringing key services to the places where people live, land-use planning policies enhance opportunity for participation in arts, sports and cultural events without the need to travel significant distances. Land-use planning policies are therefore anticipated to deliver benefits to physical and mental well-being as a result of bringing services to people. EngagementThe need to bring recreational events closer to home was raised in stakeholder engagement sessions. It was raised that recreational activities in the evening often cannot be accessed utilising public transport.</p>
<p>Safety and Confidence (+)Key Issues from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all fours operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). 4G coverage is essential for the safety and confidence of public transport users, as it allows users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of</p>	<p>Reducing Waste (+)Key Issues from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overreaching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefit Through reducing the need to travel, land-use planning policies are anticipated to reduce the demand to use the highway network in mid Wales. As a result of this reduced demand, it is anticipated that the need additional highway interventions will be reduced, and that this reduced demand will offer an opportunity to re-allocate and make better use of existing road space. These impacts are anticipated to have a positive impact on the reduction of waste associated with transport in mid Wales. Engagement It was discussed in</p>	<p>Sustainable Distribution of Goods (+)Key Issues from the Case for Change The marches and mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs.Policy BenefitWhile land-use planning policies do not directly influence the introduction of a more sustainable way of distributing goods, they do however allow people to access the goods and services that they need locally and negate the need for long-distance distribution. Engagement Opportunities to reduce the emissions associated with freight was discussed at stakeholder workshops, and the need to consider ways in which this can be achieved.</p>	<p>Historic Environment (+)Key Issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). In 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Policy Benefits While Land-use planning policies do not improve transport services to the historical environments themselves, their ability to reduce the need to travel will ease pressure on the road network. Engagement Consequently both</p>

	<p>mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services. Policy Benefit Land-use planning policies alongside the reduction in the need to travel will be supported by the provision of Mobility Hubs. Delivering a wide range of benefits, Mobility Hubs can help reduce to congestion, provide improved safety in accessing public modes for vulnerable users, help make the connection of sustainable modes of transport more convenient and can reduce first or last mile car journeys (<i>Mobility Hubs Business Case Guidance, 2023</i>). Policy LUP1 will support the inclusion of Mobility Hubs in Local Development and Strategic Development plans, which if implemented, will help instil confidence and enhanced feelings of safety while using public transport in the region. Engagement Both a lack of access to online public transport information, and a lack of physical access to public transport services were noted in stakeholder workshops as deterrents to bus and rail use, consequently impacting on feelings of safety and confidence in services offered in the region.</p>			<p>stakeholder engagement methods of making better use of existing infrastructure to reduce waste, and the importance of considering ways in which this could happen.</p>			<p>Affordability (0)Key Issues from the Case for Change The Rail fares index 2023 details an increase of 5.7% in March 2023, despite Ceredigion and Powys respectively have one of the lowest average weekly earnings in Wales that year (£594 and £574 respectively). Policy Benefit Land-use planning policies would not directly impact public transport fares, though they could assist in reducing the need to purchase public transport fares, consequently allowing people to redistribute their disposable income to support other aspects of their lives. It is, however, anticipated that land-use planning policies will not directly impact sustainable transport fares. Engagement It was raised in stakeholder engagement and local authority wellbeing surveys that lower public transport fares in the region would have the potential to increase uptake.</p>				<p>local authorities are home to historical environments which are well visited. It was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested to the detriment of the built environment.</p>		
Accessibility Policies Group	++	++	++	++	+	+	+	+	+	0	+	+	+
	<p>Equality (++)Key Issues from the Case for Change Currently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (<i>Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TfW</i>). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life. Outside of the larger settlements in the region, it takes 50-60 minutes at least for many people to access a key town/centre via public transport. That being said, there are many public transport black spots in the region where no public transport is offered. This is displayed via mapping in Section 7.2 of the Case for Change. Additionally, Section 6.2 of the Case for Change shows that in many areas of the region the latest public transport departure time is before 18:00 on a weeknight and Saturday, with no operating public transport on Sunday. Policy Benefits Accessibility policies focus heavily around aiming to improve accessibility to key services by public transport in mid Wales. They aim to improve the access that people have to health facilities, recreation and educational facilities by rail or by bus. In addition to this, the accessibility policies look to connect rural communities. Accessibility policies will aim to address a lack of public transport provision in rural communities in mid Wales. Policy Acc5, for example, will look to develop and</p>			<p>Reducing Carbon emission and Modal Shift (++)Key Issues from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Policy Benefit Accessibility policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%. Acc2 is a particular policy example that seeks to decarbonise the transport sector by improving accessibility and connectivity between rural communities and services in the nearest town/service centre. Acc2 will assist with encouraging people to shift modes from private vehicle to active modes of transport. Acc1 will look to improve access to key services and employment by sustainable transport and ensure accessibility is planned as part of service delivery, e.g. investigate potential for integrated 'combined services' transport provision. This policy would assist with larger scale ambitions to reduce carbon emission, making public transport more accessible to users, particularly targeting commuters. Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this was the need for better sustainable transport alternatives to facilitate the changing of modes from private vehicles.</p>			<p>Placemaking (+)Key Issues from the Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (<i>Placemaking Wales, 2020</i>). Policy Benefit Policies under accessibility directly benefit rural communities, allowing those that live in rural communities to access essential services via public transport, which will in turn enable people to spend time in places and contribute towards creating a sense of place and support local businesses and facilities. Acc6 is a particular policy which looks to meet the needs of rural communities, through the development and expansion of community transport services which will enable those who have poor onwards connections to travel to the places and access the facilities they need. Acc5 also looks to bring tailored transport solutions to rural communities through the implementation of demand responsive transport (DRT) services in rural communities that meet local needs and are integrated and coordinated with the wider bus network, e.g. potential expansion of TfW's Flecsi service to Mid Wales. Engagement Meeting the particular needs of rural communities in mid Wales was a core theme of stakeholder engagement sessions, with several stakeholders raising that access to recreational activities by public transport was an issue, and then such activities are essential to placemaking and fostering a sense of community.</p>				<p>Welsh language (+)Key Issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16% (Census, 2021). As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefit Improvements to public transport accessibility can help enable existing Welsh speakers, as well as aspiring Welsh speakers to access services needed to attend Welsh medium educational facilities, public services through the Welsh language and cultural tourist attractions and recreational services which facilitate the Welsh language. Policies such as Acc4 in particular seek to improve access to areas of recreation by sustainable transport, which will help facilitate access to Welsh speaking cultural events. Engagement It was raised in stakeholder engagement the importance of supporting access to Welsh language services in mid Wales, with many dedicated Welsh language services in mid Wales being located outside the largest urban areas.</p>		

	<p>implement digital demand responsive transport (DRT) services in rural communities that meet local needs and are integrated and coordinated with the wider bus network.</p> <p>Engagement Feedback from stakeholder engagement summarised that access to public transport is a substantial issue in the mid Wales region, with several highlighting that it is not possible to access many bus or railway stations other than in a private vehicle.</p>			
	<p>Health (++)Key Issues from the Case for ChangeAir Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite good levels of air quality currently, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Therefore, air quality will need to be monitored to ensure it remains at a healthy level.</p> <p>Policy BenefitAccessibility policies will benefit modal shift for those in rural areas where accessing public modes of transport at present is difficult. Policy Acc1 in particular aims to address the access to public transport for commuting purposes through the provision of combined services and more innovative interventions such as incentives for workplace car sharing. Acc6 looks to help local communities through building upon existing community-based services such as Dolen Teifi in Ceredigion and Community Car and Dial a Ride schemes in Powys. EngagementThe importance of public transport provision in rural areas of mid Wales was recognised at stakeholder workshops to support improved air and noise quality in the region.</p>	<p>Biodiversity and Ecosystem Resilience (+)Key Issues from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). Around 10% and 12% of Ceredigion and Powys land masses are respectively covered by sites of statutory protection. However, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022). Policy Benefit Increasing access to public transport and the subsequent decrease in private vehicle use will help to ensure accessibility policies will assist in reducing the demand for private vehicle travel. Consequently, the need for new road infrastructure would be reduced, while other key environmental aspects such as air and noise would be reduced.Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote active and sustainable modes of transport to protect and enhance ecosystem sand habitats in the region.</p>	<p>Sustainable transport innovation (+)Key Issues from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10).Policy Benefit Accessibility policies look to enhance the level of innovation found within the transport system in mid Wales. Policy Acc1 will look to support car sharing, and the loaning of electric bikes to enhance the access of those living in rural areas have to places of employment, leisure and services. Policy Acc5 will look to implement digital demand responsive transport (DRT) services in rural communities that meet local needs and are integrated and coordinated with the wider bus network. EngagementDRT was discussed in stakeholder workshops as an example of a successful innovative transport intervention in the mid Wales, and the need for interventions of this sort to continue to allow for better access to services across the region.</p>	<p>Art and sports (+)Key Issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit Through improvements in access to public transport services, accessibility policies enhance opportunity for participation in arts, sports and cultural events. Particularly in rural areas of mid Wales, being able to participate in arts and sports events having travelled by bus or rail is difficult at present due to physical and systemic barriers. Whilst all policies assist in improving the access of mid Wales residents to part-take in arts and sports events, Policy Acc6, where improvements to the provision of public transport services in rural areas, and Policy Acc4 which seeks to improve public transport access to recreational activities, are examples of policies which directly and positively influence the access to arts and sports activities. EngagementThe need to bring recreational events closer to home was raised in stakeholder engagement sessions. It was raised that recreational activities in the evening often cannot be accessed utilising public transport.</p>

	<p>Safety and confidence (++)Key Issues from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all four operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (Strategic Economic Plan & Growth Deal Roadmap, 2020). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services.Policy BenefitImprovements public transport accessibility will help enhance confidence and safety in the system. At present, the frequency, reliability and general availability in public transport services in rural mid Wales is inconsistent and as a consequence confidence in the system could be improved. Accessibility policies as a group all aim to improve access of public transport services which will enable users to feel confident and safe using services to travel to their desired destination. Engagement Both a lack of access to online public transport information and a lack of physical access to public transport services were noted in stakeholder workshops as deterrents to bus and rail use, consequently impacting on feelings of safety and confidence in services offered in the region.</p>			<p>Reducing Waste (+)Key Issues from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overreaching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefit Through increased public transport access and the subsequent decline in need for a car, less pressure is put on the transport network. A decline in use of the highway network by private vehicles will inherently reduce the amount of maintenance necessary and make better use of existing infrastructure, reducing waste associated with transport.EngagementImproving access to key services via public transport was acknowledged by stakeholders as a means to reduce the waste associated with transport, particularly the potential these policies could have in increasing the uptake of public modes and reduce the need for private vehicle travel.</p>			<p>Sustainable Distribution of Goods (+)Key Issues from the Case for ChangeThe marches and mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs.Policy Benefit Policy Acc1 supports the improvement in access to key services and employment by sustainable transport and ensure accessibility is planned as part of service delivery. This policy would support the provision of E-bike loans, which could play a part in reducing the emissions associated with freight, taking inspiration from the WG funded E-Move scheme, where businesses are supported to distribute their goods and services sustainably. EngagementIt was recognised during stakeholder engagement sessions that there was potential to distribute locally using E-cargo bikes, taking inspiration from the WG funded E-move scheme found in Wales.</p>				<p>Historic Environment (+)Key Issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). In 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Policy BenefitAccessibility policies will both help provide people with access to public transport services, which can then be used to access elements of the historic environment in mid Wales. Additionally, increasing the number of people using public transport will help reduce congested roads which will help preserve the nature of historical environments. Engagement Consequently both local authorities are home to historical environments which are well visited. It was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested to the detriment of the built environment.</p>					
Behaviour Change Policies Group	+	++	+	++	+	0	+	0	+	0	0	+	<p>Equality (+)Key Challenges from the Case for ChangeCurrently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (<i>Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TFW</i>). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life. Policy BenefitBehaviour change policies look to implement initiatives and deliver educational activities to influence people's travel behaviour. Initiatives and educational activities will promote active and sustainable modes of transport to reduce private vehicle use in the region. Behaviour change policies would assist in improving the equality of access people have in mid Wales to public transport. They aim to provide people with the ability to make more informed</p>	<p>Reducing Carbon emission and Modal Shift (++)Key Challenges from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Policy Benefit Behaviour change policies look to implement initiatives and deliver educational activities to influence people's travel behaviour. Initiatives and educational activities will promote active and sustainable modes of transport in order to reduce private vehicle use in the region. Behaviour change policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%. Policy Beh4 in particular will help reduce carbon emissions and encourage modal shift through targeting the commuting associated with key employers. Policy Beh4 will encourage engagement with key employers to support sustainable last mile journeys; promote workplace car sharing; promote personalised travel planning; support salary sacrifice schemes for EV vehicle and cycle purchase and help to launch and promote the Regional Mid and West Wales Regional Healthy Travel Charter which commits organisations to</p>	<p>Placemaking (+)Key Challenges from the Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (<i>Placemaking Wales, 2020</i>). Behaviour change policies look to implement initiatives and deliver educational activities to influence people's travel behaviour. Initiatives and educational activities will promote active and sustainable modes of transport in order to reduce private vehicle use in the region.Policy Benefit Behaviour change policies will encourage the use of sustainable modes, particular walking and cycling in both rural and urban areas across the county. In rural parts of mid Wales the active travel network can be found to be less dense, providing less opportunity for people to walk, cycle or wheel on dedicated active travel infrastructure. Behaviour change policies will provide incentive and educational programmes. The potential increase in walking and cycling in rural areas as a result of behaviour change policies may assist in presenting on-foot or bicycle travel as a feasible mode of transport for every day journeys. Policies such as Beh5 seeks to investigate the potential for a pilot behaviour change project in the region, potentially taking inspiration from Momentwm in Newport where cycle training, bike maintenance sessions, employer engagement and bike storage are delivered in a community. Policies such as this one may assist in complementing Llwybr Newydd's goal to improve apply place making principles to both rural and urban areas. Engagement Meeting the particular needs of rural communities in mid Wales was a core theme of stakeholder engagement sessions, with several stakeholders raising that</p>	<p>Welsh language (0)Key Challenges from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16% (<i>Census, 2021</i>). As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefit Behaviour change policies look to implement initiatives and deliver educational activities to influence people's travel behaviour. Initiatives and educational activities will promote active and sustainable modes of transport in order to reduce private vehicle use in the region. It is not envisaged that behaviour change policies will directly deliver particular benefits to the Welsh language. Engagement Behaviour change initiatives and their potential to improve access to Welsh Language services was not discussed during stakeholder engagement. It was recognised that improving access to the Welsh language was to be achieved on a much wider scale.</p>

<p>decisions about how to travel more actively or sustainably in their day to day lives. Policy Beh4, for example, aims to promote organisational travel plans and develop behaviour change initiatives that link with key employers, e.g. encouraging the last 10 minutes of a journey to be active; promotion of workplace car sharing; personalised travel planning; salary sacrifice schemes for EV vehicle and cycle purchase; launch and promotion of the Regional Mid and West Wales Regional Healthy Travel Charter, which commits organisations to supporting sustainable travel initiatives. Engagement It was raised in stakeholder engagement sessions that access to public modes was an issue in mid Wales, with residents often having to travel by car to access bus or rail services. There was also a recognition that the use of public and active travel modes as a result of poor provision may be part-attitudinal, and that the confidence that sustainable modes of transport will deliver their needs is at present low.</p>	<p>supporting sustainable travel initiatives. Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this subject was the need for better sustainable transport alternatives to facilitate the changing of modes from the private vehicle.</p>	<p>access to recreational activities by public transport was an issue and that such activities are essential to placemaking and fostering a sense of community.</p>	
<p>Health (++)Key Challenges from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite low levels of air quality risk across both local authority, like Wales as a whole, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Policy Benefit Behaviour change policies look to implement initiatives and deliver educational activities to influence people's travel behaviour. Initiatives and educational activities will promote active and sustainable modes of transport in order to reduce private vehicle use in the region. Policy Beh2 is a policy example that seeks to decarbonise the transport sector by raising awareness of active and sustainable modes of transport specifically to those in rural regions who would otherwise use their car for everyday journeys. Overall, RTP policies are unlikely to negatively affect compliance with air quality objectives and there is little risk of any exceedance of air quality standards with the implementation of these policies. Engagement Both the importance of decarbonising the way people travel, but also negate the need to travel at all to protect public and environmental health was raised in stakeholder engagement. Transitioning to ULEV and providing the necessary infrastructure for such vehicles to thrive was discussed, alongside softer measures targeted at workplaces and educational facilities to influence behaviour change from car travel to greener modes of transport.</p>	<p>Biodiversity and Ecosystem Resilience (+)Key Challenges from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (Strategic Economic Plan & Growth Deal Roadmap, 2020). Around 10% and 12% of Ceredigion Powys land mass is respectively covered by sites of statutory protection, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022). Policy Benefit Behaviour change policies are centered around providing incentives to switch to active and sustainable modes of transport, and education surrounding how and why active and sustainable modes of transport can serve people's daily needs. As a consequence, behaviour change policies and their intended benefits are designed to protect biodiversity and ecosystem resilience, promoting schemes which prevent the implementation of transport interventions which compromise these. Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote active and sustainable modes of transport to protect and enhance ecosystem sand habitats in the region.</p>	<p>Sustainable transport innovation (0)Key Challenges from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10). Policy Benefit Behaviour change policies are centered around providing incentives to switch to active and sustainable modes of transport, and education surrounding how and why active and sustainable modes of transport can serve people's daily needs. It is not anticipated that behaviour change policies will deliver any particular innovative technology to the transport system in mid Wales, these policies will act as the driving force behind peoples switch to sustainable transport modes. Engagement It was mentioned in stakeholder engagement sessions that innovative techniques could be introduced to incentivise the uptake of sustainable modes of transport.</p>	<p>Art and sports (0)Key Challenges from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit While behaviour change policies promote the use of active and sustainable modes through providing incentives and educational programmes, it is not anticipated that behaviour change policies will directly improve access to arts, sports and cultural events. Engagement Behaviour change and access to arts, sports and cultural activities was not discussed at stakeholder engagement sessions.</p>

	<p>Safety and confidence (+)Key Challenges from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all four operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services.Policy BenefitBehaviour change policies look to implement initiatives and deliver educational activities to influence people's travel behaviour. Initiatives and educational activities will promote active and sustainable modes of transport in order to reduce private vehicle use in the region.Engagement Stakeholder engagement sessions highlighted that safety and confidence in the public transport and active travel network in mid Wales is low. Behaviour change policies will look to provide further incentives and education on sustainable and active modes to help increase levels of confidence and feelings of safety in the active and sustainable transport network.</p>			<p>Reducing waste (0)Key Challenges from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overreaching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefit Behaviour change policies look to implement initiatives and deliver educational activities to influence people's travel behaviour. Initiatives and educational activities will promote active and sustainable modes of transport in order to reduce private vehicle use in the region. Through increased walking and cycling and public transport use, and the subsequent decline in need for a car, less pressure is put on the transport network. A decline in use of the highway network by private vehicles will inherently reduce the amount of maintenance necessary for its upkeep. As a result, it provides an opportunity to be more resourceful and reduce the waste associated with road maintenance, and make better use of existing infrastructure using active and sustainable modes. EngagementStakeholders stated that incentivising active and sustainable travel had a role to play in reducing the waste associated with transport, and that travelling actively or the use of public modes could be make better use of existing transport infrastructure.</p>			<p>Sustainable Distribution of Goods (+)Key Challenges from the Case for Change The marches and mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs.Policy BenefitBehaviour change policies are cantered around providing incentives to switch to active and sustainable modes of transport, and education surrounding how and why active and sustainable modes of transport can serve people's daily needs. Behaviour change policies have the potential to positively impact how goods are distributed in the region, providing the resources and education needed for businesses to distribute their goods sustainably. The Sustrans E-Move project is an example of a behaviour change initiative which offers cargo bikes to business owners to distribute their goods. Projects like E-move demonstrate how the RTPs behaviour change policies can help decarbonise how businesses and organisations distribute their goods. Engagement It was recognised during stakeholder engagement sessions that there was potential to distribute locally using E-cargo bikes, taking inspiration from the WG funded E-move scheme found in Wales.</p> <p>Affordability (0) Key Challenges from the Case for Change The Rail fares index 2023 details an increase of 5.7% in March 2023, despite Ceredigion and Powys respectively have one of the lowest average weekly earning in Wales that year (£594 and £574 respectively).</p> <p>Policy Benefit It is unlikely that behaviour change policies will on the affordability of sustainable transport options.</p> <p>Engagement It was raised in stakeholder engagement and local authority well-being surveys that lower public transport fares in the region would have the potential to increase uptake.</p>				<p>Historic Environment (+)Key Challenges from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). in 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Consequently both local authorities are home to historical environments which are well visited. Policy Benefit Behaviour change policies will help promote the use of active and sustainable modes of transport, as opposed to private vehicles. Reductions in vehicle use will help prevent overly congested roads, which will help preserve the nature of historical environments. Engagement It was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested due to the necessity to drive.</p>		
Strategic Connectivity Policies Group	+	++	++	++	++	++	+	+	++	+	+	+	+
	<p>Equality (+)Key Challenges from the Case for Change Currently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TfW). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life.Policy BenefitStrategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. Policies such as Conn1 and Conn4 aim to improve the performance of rail and bus services respectively in the region, which will help all users to have an equal access to public transport in the region. Conn5 intends to supports</p>			<p>Reducing Carbon emission and Modal Shift (++)Key Challenges from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole.Policy Benefit Strategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. Strategic connectivity policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%. Strategic connectivity policies will assist in reducing carbon and influencing modal change across a number of modes and purposes. Policies Conn1 and Conn5, for example, look to improve passenger transport experience, providing a better quality of service and connectivity to provide incentives for modal shift to greener modes of transport. Strategic connectivity policies also look to improve freight operations in mid Wales, reducing the number of vehicles and carbon emissions associated with freight on the highway network. Conn10 is a particular example of this, where the policy will look to work with partners to improve the</p>			<p>Placemaking (+)Key Challenges from the Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (<i>Placemaking Wales, 2020</i>). Policy Benefit Strategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. Improvement to public transport connectivity will assist people in moving around the region reducing the need for a private vehicle for everyday use. As such, people's access to key facilities in the region will be enhanced consequently enabling people to travel from settlement to settlement, and strengthen community ties. As a consequence, it is anticipated that strategic connectivity policies will help people access key centres for employment and recreation, which will enable local centres, both within key towns and smaller rural centres to thrive as a result of a larger footfall. Policies such as Conn1 facilitate a greater movement of people via public transport, where rail service improvements such as improved frequency, quality, reliability, comfort, and affordability of rail services will be explored. Further, policies such as Conn4 look to improve bus services to complement improvements made to the rail network, whereas policies such as Conn5 aim to support bus and rail modes by facilitating and ease of mode switch from one to another. Policies such as these all aim to ease the movement of people around the region negating the need for daily private vehicle use. It is anticipated that policies such as these will contribute towards ensuring that public spaces thrive, in order to protect and enhance physical and mental wellbeing of people in mid Wales.</p>				<p>Welsh Language (+)Key Issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16%. As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefit Strategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. Improvements in public transport connectivity and performance can help enable existing Welsh speakers, as well as aspiring Welsh speakers to access services needed to attend Welsh medium educational facilities, public services through the Welsh language and cultural tourist attractions and recreational services which facilitate the Welsh language. Policy Conn 1 and Conn4, for example, seeks to increase collaboration with TfW to improve the frequency, quality, reliability, comfort, and affordability of rail services which would in turn provide people in mid Wales with</p>		

	<p>improvements to the county road network which will improve and provide enhanced strategic connectivity for rural areas.</p> <p>Engagement Stakeholders raised the importance of protecting and enhancing the importance of the road network in order to continue to strengthen the connectivity of sustainable modes. It was raised that modal connectivity in the region could be improved to enhance access to sustainable modes in the region.</p>	<p>sustainability and viability of small parcel freight and last-mile delivery services and investigate opportunities for decarbonisation and consolidation.</p> <p>Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this subject was the need for better sustainable transport alternatives to facilitate the changing of modes from the private vehicle. Further, freight interventions were considered as a potential growth area in meeting environmental and modal shift targets.</p>	<p>Engagement Meeting the particular needs of rural communities in mid Wales was a core theme of stakeholder engagement sessions, with several stakeholders raised that access to recreational activities by public transport was an issue, and then such activities are essential to placemaking and fostering a sense of community.</p>	<p>improved access to Welsh speaking facilities.</p> <p>Engagement Improvements to public transport performance was raised in stakeholder engagement, emphasising that improvements to service frequency in mid Wales was a growth area. Improvements to frequency was raised as a key factor in increasing the uptake of public modes, consequently improving the access and flexibility people in mid Wales have in order to access Welsh speaking services and facilities.</p>
	<p>Health (++)Key Issues from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite low levels of air quality risk across both local authority, like Wales as a whole, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (<i>Census 2021</i>). Policy Benefit Strategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. Policies such as Conn11 perform well against health targets, where the policy will look improve sustainable transport connections to key cultural, leisure and tourism assets within the region. The policy would look to reduce the number of these journeys being made by car to improve air and noise quality. On a wider scale, Conn8 will assist in improvements to air and noise quality in the region through looking to support Support TfW and NWR to investigate rail freight opportunities. This policy would facilitate a feasibility study identifying the opportunities to shift to rail freight and influence modal shift to greener modes.</p> <p>Engagement Modal connectivity was raised in stakeholder engagement sessions, and many stakeholders recognised the role modal connectivity has to play in improvements to noise and air quality. Additionally, freight opportunities were considered by stakeholders, recognising that considerations to reforming</p>	<p>Biodiversity and Ecosystem Resilience (++)Key Issues from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). Around 10% and 12% of Ceredigion Powys land mass is respectively covered by sites of statutory protection, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (<i>The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022</i>). Policy Benefit Strategic connectivity policies will assist in reducing the number of vehicles on the highway network in mid Wales, consequently reducing demand for private vehicle use for both passenger and freight purposes. As a consequence, strategic connectivity policies will help protect biodiversity and ecosystem resilience, promoting schemes which prevent the implementation of transport interventions which compromise these. Strategic connectivity policies seek to make better use of existing infrastructure through improved public transport and freight operations, as opposed to the implementation of new infrastructure at the expense of the natural environment.</p> <p>Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote sustainable modes of transport to protect and enhance ecosystems and habitats in the region.</p>	<p>Sustainable transport innovation (+)Key Issues from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10). Policy Benefit Strategic connectivity policies will help deliver innovative technology to help distribute goods around the region, providing the opportunity to utilise ULEV, and support such vehicles by providing charging points along the highway network. Conn10 is a particular example of this, where opportunities offered by e-cargo bikes or ultra-low emissions vehicles for deliveries into town centres will be explored. Further, policies such as Conn9 will look to support EV charging on the road network in line with the Marches and Mid Wales Freight Strategy.</p> <p>Engagement It was recognised during stakeholder engagement that advances could be made in relation to technology and the passenger public transport experience. Stakeholders raised that a lack of digital connectivity, and provision of real-time timetabling and ticketing was a factor influencing public transport uptake. Further, stakeholders recognised that there was scope for improvements in how goods were distributed, raising that advancements could be made in wide-scale freight and small parcel delivery by reducing emissions and the provision of ULEV technology.</p>	<p>Art and sports (+)Key Issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit Improvements in public transport connectivity and performance can enable those who at present cannot travel by bus or rail to arts and sports events to do so. Strategic connectivity policies can enable those without a private vehicle to participate in arts and sports events, consequently enhancing levels of physical and mental wellbeing in mid Wales. Conn 11 is a particular example of a policy which supports the access that people have to arts and sports events, where the policy will seek to improve sustainable transport connections to key cultural, leisure and tourism assets within the region (including National Parks), to improve connectivity and accessibility for tourists and visitors and encourage greater use of sustainable modes of transport.</p> <p>Engagement Improvements to public transport performance was raised in stakeholder engagement, emphasising that improvements to service frequency in mid Wales was a growth area. Improvements to frequency was raised as a key factor in increasing the uptake of public modes, consequently improving the access and flexibility people in mid Wales have in order to take part in arts, sports or cultural events.</p>

	freight methods in mid Wales could contribute further to reductions in air and noise pollution.			
	<p>Safety and confidence (++)Key Issues in the Case for Change</p> <p>At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all four operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services. Policy Benefit Strategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. Strategic connectivity policies will assist in strengthening feelings of safety and confidence that people have in the public transport system in mid Wales through enhancing how public modes interact with one another. Strengthening connectivity between rail and bus will improve passenger experience, allowing users to travel from door to door using reliable and frequent public transport negating the need for a private vehicle. Policy Conn4 in particular will assist with</p>	<p>Reducing waste (++)Key Issues from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overreaching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefit Strategic connectivity policies will help increase the number of door to door public transport journeys through strengthening the relationship between public modes, and help improve the quality of service to public transport users. Improved modal connectivity within transport can help reduce the number of vehicle trips on the highway network, particular first mile and last mile journeys. Through increased public transport use, and the subsequent decline in need for a car, less pressure is put on the transport network. A decline in use of the highway network by private vehicles will inherently reduce the amount of maintenance necessary for its upkeep. As a result, it provides an opportunity to be more resourceful and reduce the waste associated with road maintenance, and make better use of existing infrastructure. Engagement It was raised during stakeholder engagement that altering the way in which we use existing infrastructure can help increase strategic connectivity across the region and improve the efficiency of the transportation of goods and people.</p>	<p>Sustainable Distribution of Goods (++)Key Issues from the Case for Change The marches and mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs. Policy Benefit Strategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. As such, strategic connectivity policies aim to change how goods are distributed in mid Wales. Conn10 seeks to support the change to how small parcels are distributed around mid Wales, looking to improve the sustainability and viability of small parcel freight and last-mile delivery services and investigate opportunities for decarbonisation and consolidation. Conn8 seeks to support rail freight opportunities, taking into account the Marches and Mid Wales Freight Strategy by undertaking a feasibility study for a 'supermarket train'; identify the infrastructure needed to enable a modal shift to rail freight. Engagement Rail freight was discussed consistently throughout, and its potential to help encourage modal shift within the freight industry. It was recognised that rail freight was a growth area, and that compliance with regional freight strategies would be key to progress sustainable freight in Powys and Ceredigion.</p> <p>Affordability (+)Key Issues from the Case for Change The Rail fares index 2023 details an increase of 5.7% in March 2023, despite Ceredigion and Powys respectively have one of the lowest average weekly earnings in Wales that year (£594 and £574 respectively). Policy Benefit Strategic connectivity policies look to collaborate with TfW and partners to both improve the relationship between public modes of transport, but also the performance and reliability of the modes themselves. Included within these improvements to public transport is the affordability of public transport fares. Engagement It was raised in stakeholder engagement and local authority well-being surveys that lower public transport fares in the region would have the potential to increase uptake.</p>	<p>Historic Environment (+)Key Issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). in 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Consequently both local authorities are home to historical environments which are well visited. Policy Benefit Strategic connectivity policies focus on the ability to transport people and goods, across a number of modes, to desired destinations across the region. Strategic connectivity policies also look at the strength of these transport connections, with emphasis on public transport frequency and reliability and network resilience. As a consequence, strategic connectivity policies will help protect the historic environments, through the promotion of public transport modes and prevent the implementation of transport interventions which compromise the historic environment. Strategic connectivity policies seek to make better use of existing infrastructure through improved public transport and freight operations, as opposed to the implementation of new infrastructure at the expense of the historic environment. Engagement It was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested to the detriment of the built environment.</p>

	increasing levels of safety and confidence in the public transport system in mid Wales, helping with strengthening the relationship between bus and rail in order to provide a more convenient and better quality public transport experience. Engagement Safety and confidence in using public transport in relation to strategic connectivity was not raised in stakeholder workshops.												
Modal Shift Policies Group	+	++	++	++	+	+	+	+	+	0	+	+	+
	Equality (+)Key issues from the Case for Change Currently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (<i>Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TfW</i>). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life. Policy Benefit Modal shift policies look to provide incentives for users to shift odes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements includes more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Mod3 is a particular example of a policy which will help reduce the physical and systemic barriers to public transport use, looking to work in partnership with TfW to develop a more co-ordinated and fully integrated network of local bus services, which better serve the changing needs of communities across the region and ensures the local impacts of changes to the network/ timetabling are taken into account. Striving to aim enhanced co-ordination and integration would help provide people, particularly those in rural areas with public transport access to access key facilities and reduce car dependency for everyday journeys. Engagement Feedback from stakeholder engagement demonstrated that access to public transport is a substantial issue in the mid Wales region, with several highlighting that it is not possible to access many bus or railway stations other than in a private vehicle			Reducing Carbon emission and Modal Shift (++)Key issues from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Consequently, vehicle dependency is high in mid Wales. Policy Benefit Modal shift policies look to provide incentives for users to shift odes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Modal shift policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%. Each of the modal shift policies focus heavily on making the public transport network more accessible and convenient to people in both urban and rural settlements in mid Wales. By improving the public transport offer, the need for daily car use is reduced, consequently inspiring modal shift and reducing carbon emissions. Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this subject was the need for better sustainable transport alternatives to facilitate the changing of modes from the private vehicle.			Placemaking (+)Key issues from the Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (Placemaking Wales, 2020). Policy Benefit Modal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Modal shift policies and their goal to improve the public transport offering in mid Wales will contribute to the creation of high quality public spaces in mid Wales by incentivising people to shift modes from private vehicles to public transport. Removal of private vehicles from the transport network will help towards the decarbonisation of urban and rural communities, creating spaces which facilitate people to spend time in as opposed to travelling through. Consequently, these policies will help increase footfall in local centres, boosting local economy and creating safe spaces for pedestrians. Engagement Meeting the particular needs of rural communities in mid Wales was a core theme of stakeholder engagement sessions, with several stakeholders raised that access to recreational activities by public transport was an issue, and then such activities are essential to placemaking and fostering a sense of community.			Welsh language (+)Key issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16% (Census, 2021). As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefit Modal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements includes more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Improvements to public transport services, such as ambitions to deliver a coordinated and comprehensive transport network (Mod1) and ambitions to develop a more co-ordinated and fully integrated network of local bus services (Mod2) will enable a greater amount of people to utilise public transport to access Welsh speaking services, such as education delivered through the medium of Welsh, and cultural and recreational Welsh facilities. Enabling greater public transport access to Welsh speaking services will enhance feelings of wellbeing amongst Welsh speakers in the region as well as those who aspire to learn a greater level of Welsh. Engagement mprovements to public transport services and its potential to facilitate greater access to Welsh speaking services and facilitates was raised during stakeholder workshops.			

<p>Health (++)Key issues from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite low levels of air quality risk across both local authority, like Wales as a whole, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Policy Benefit Modal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Modal shift policies aim to inherently address air and noise pollution in mid Wales. Improvements to the bus network, such as improve frequency, reliability and extended hours of operation are anticipated to support an increase in the number of people using public transport for daily trips. This modal shift will help protect and enhance environmental health in mid Wales, while also fulfilling the needs of people and their daily activities. EngagementBoth the importance of decarbonising the way people travel, but also negate the need to travel at all to protect public and environmental health was raised in stakeholder engagement.</p>	<p>Biodiversity and Ecosystem Resilience (+)Key issues from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). Around 10% and 12% of Ceredigion Powys land mass is respectively covered by sites of statutory protection, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (<i>The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022</i>). Policy Benefit Modal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. As a consequence, modal shift policies and their intended benefits are designed to protect biodiversity and ecosystem resilience, promoting schemes which prevent the implementation of transport interventions which compromise these factors. Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote active and sustainable modes of transport to protect and enhance ecosystem sand habitats in the region.</p>	<p>Sustainable transport innovation (+)Key issues from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10). Policy BenefitModal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Policies such as Mod3, for example, aim to work in partnership with TfW to develop a more co-ordinated and fully integrated network of local bus services, which better serve the changing needs of communities across the region and ensures the local impacts of changes to the network/ timetabling are taken into account through the use of innovation. In order to deliver these public transport improvements, innovative interventions will be considered to complement planned improvements, aiming to create a convenient public transport experience in mid Wales, one that allows people to plan their journeys ahead of time, and respond resiliently to unexpected public transport interruptions. EngagementIt was raised in stakeholder engagement that technological interventions, such as improvements to bus timetabling in mid Wales, could be an example of how innovation could be introduced to the public transport network in mid Wales.</p>	<p>Art and sports (+)Key issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy BenefitThrough improvements in access to public transport services, modal shift policies enhance opportunities for participation in arts, sports and cultural events. Particularly in rural areas of mid Wales, being able to participate in arts and sports events having travelled by bus or rail is difficult at present due to physical and systemic barriers. Whilst all policies assist in improving the access of mid Wales residents to part-take in arts and sports events, policy Mod3, where improvements to directness, hours of operation and frequency, and policy Mod1 which seeks to deliver a coordinated and comprehensive network, are examples of policies which directly and positively influence the access to arts and sports activities. EngagementImprovements to public transport services and its potential to facilitate greater access to arts, sports and cultural events was raised during stakeholder workshops.</p>
<p>Safety and confidence (++)Key issues from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all four operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey,</p>	<p>Reducing Waste (+)Key issues from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overreaching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefits Modal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services</p>	<p>Sustainable Distribution of Goods (+)Key issues from the Case for ChangeThe marches and mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs. Policy Benefit It is acknowledged that while modal shift policies do not directly impact the sustainable distribution of goods, providing those with better access to key services through public transport may reduce the number of goods in need of being distributed. EngagementSustainable distribution of goods in relation the uptake of sustainable modes was not raised during stakeholder workshops.</p>	<p>Historic Environment (+)Key issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). in 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Consequently</p>

	<p>alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services.Policy Benefit Modal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Policies such as Mod3 will aim to address feelings of safety and confidence in using the public transport network in mid Wales. Mod3 looks to strengthen public transport links between key towns and services. This policy will aim to introduce more direct services, extend hours of operation and introduce a higher frequency of service. Each of these three factors will help improve passenger experience and provide them with greater flexibility to the way they travel. As a result, it is anticipated that feelings of safety and confidence in the public transport system in mid Wales will grow. Mod2 aims to enhance feelings of safety and confidence, looking to better serve the changing needs of communities across the region and ensures the local impacts of changes to the network/ timetabling are taken into account. Engagement Stakeholder engagement sessions highlighted that safety and confidence in the public transport and active travel network in mid Wales is low. Modal shift policies will look to improve public transport improvement, and present it as a reliable mode of transport for everyday use.</p>			<p>and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Through increased public transport use and the subsequent decline in need for a car, less pressure is put on the transport network. A decline in use of the highway network by private vehicles will inherently reduce the amount of maintenance necessary for its upkeep. As a result, it provides an opportunity to be more resourceful and reduce the waste associated with road maintenance, and make better use of existing transport infrastructure. Engagement It was raised in stakeholder engagement that modal shift from private to public transport will play a key role in being more resourceful when concerned with transport induced waste. It was identified that increase in uptake of bus will help make better use of existing transport infrastructure and help reduce emissions in the region.</p>			<p>Affordability (0)Key issues from the Case for Change The Rail fares index 2023 details an increase of 5.7% in March 2023, despite Ceredigion and Powys respectively have one of the lowest average weekly earning in Wales that year (£594 and £574 respectively). Policy Benefit Modal shift would not directly impact public transport fares, however improved access to public transport will help reduce the financial burden of car travel or the need to take a taxi. EngagementIt was raised in stakeholder engagement and local authority well-being surveys that lower public transport fares in the region would have the potential to increase uptake.</p>			<p>both local authorities are home to historical environments which are well visited. Policy Benefit Modal shift policies look to provide incentives for users to shift modes from private vehicle to bus use for everyday purposes. Policies look to support a hub and spoke model where public transport to key towns is improved to enable people to access the services and goods they need. Improvements include more direct services, extended hours of operation and higher frequency of service – all of which aim to be delivered through placing emphasis on implementing a consistent standard for the core bus network. Modal shift policies and their intended improvements to public transport services in mid Wales will incentivise increased uptake of public modes in the region. At present, public transport directly servicing historic environments, and often tourist spots lacks, and could be improved in order to protect such settings. EngagementIt was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested to the detriment of the built environment.</p>			
Walking, Cycling and	++	++	+	+++	++	+	+	0	0	0	+	+	+

<p>Wheeling Policies Group</p>	<p>Equality (++)Key issues from the Case for Change Currently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (<i>Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TFW</i>). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life.Policy Benefit Walking, cycling and wheeling policies will assist in increasing the uptake and ease of walking, cycling and wheeling for daily purposes. Policies will focus on strengthening links between urban settlements in mid Wales and those more rural through a hub and spoke model, as well as strengthening the connections between rural communities themselves to protect and enhance mental and physical well-being. Beyond improvements to the infrastructure itself that connects communities such as footways, shared use paths and walking and cycling trails/routes, walking, cycling and wheeling policies will assist in improvements other infrastructural interventions to increase active transport such as e-bike charging stations; community-based e-bike schemes; projects for making e-bikes and e-cargo bikes and more accessible e.g. community cycle hire scheme; bike sharing; loan schemes to access education or employment.Engagement Improvements to walking, cycling and wheeling infrastructure will assist people in mid Wales in being able to walk to their chosen public transport mode of choice. At present, as proven in stakeholder engagement and baseline studies, residents find it difficult to access bus stops or railway stations actively, consequently preventing them from using public transport, or residents feel as though a car journey is necessary to access bus or rail modes. Improving walking, cycling and wheeling infrastructure in mid Wales to public transport and the ties between and within communities will improve the equality of access to public transport, but also contribute towards decarbonisation targets and allow people to access essential amenities without the need for a car. Policy WCW2 is a particular example of a policy which will improve the equality of access to public modes of transport, where the policy aims to improve walking and cycling routes connecting rural communities and to services and facilities in their nearest town. It was raised in stakeholder engagement sessions that access to public modes was an issue in mid Wales, with residents often having to travel by car to access bus or rail services. There was also a recognition that the use of public and active travel modes as a result of poor provision may be part-attitudinal, and that the</p>	<p>Reducing Carbon emission and Modal Shift (+++)Key issues from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Policy BenefitWalking, cycling and wheeling policies will assist in increasing the uptake and ease of walking, cycling and wheeling for daily purposes. Policies will focus on strengthening links between urban settlements in mid Wales and those more rural through a hub and spoke model, as well as strengthening the connections between rural communities themselves to protect and enhance mental and physical well-being. Beyond improvements to the infrastructure itself that connects communities such as footways, shared use paths and walking and cycling trails/routes, walking, cycling and wheeling policies will assist in improvements other infrastructural interventions to increase active transport such as e-bike charging stations; community-based e-bike schemes; projects for making e-bikes and e-cargo bikes and more accessible e.g. community cycle hire scheme; bike sharing; loan schemes to access education or employment. Walking, cycling and wheeling policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%. Walking, cycling and wheeling policies collectively contribute strongly to reductions in carbon emissions and modal shift. Policy WCW4 particularly focuses on modal shift and carbon reduction concurrently, looking to take advantage of the opportunities offered by electric bikes (in terms of the distance and types of journeys that can be made by bike) when developing proposals for improved infrastructure and connections between rural communities. Policy WCW2 particularly targets modal shift, looking to strengthen walking, cycling and wheeling connections between urban and rural settlements in mid Wales. Absence of this policy would see the necessity of car travel between many urban and rural communities in mid Wales continue. Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets.</p>	<p>Placemaking (+)Key issues from the Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (<i>Placemaking Wales, 2020</i>). Policy Benefit Walking, cycling and wheeling policies and their goal to improve the public transport offering in mid Wales will contribute to the creation of high quality public spaces in mid Wales. Removal of private vehicles from the transport network will help towards the decarbonisation of urban a rural communities, creating spaces which facilitate people to spend time in as opposed to travelling through. Consequently, these policies will help increase footfall in local centres, boosting local economy and creating safe spaces for pedestrians.Engagement Meeting the particular needs of rural communities in mid Wales was a core theme of stakeholder engagement sessions, with several stakeholders raised that access to recreational activities on foot or by bicycle was an issue, and that such activities are essential to placemaking and fostering a sense of community.</p>	<p>Welsh language (+)Key issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16% (Census, 2021). As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefit Walking, cycling and wheeling are not anticipated to have a significant and direct impact on protection and enhancement of the Welsh language. Indirectly, improvements to walking, cycling and wheeling infrastructure can help provide those with a lack of access to public transport, or do not have the financial means to own and operate a car with the means to access Welsh speaking facilities, such as education, which are located further afield from people's usual place of residence.Engagement It was recognised during stakeholder engagement that improvements to active travel links could improve access to public transport services, which would enhance people's access to Welsh language facilities further afield.</p>
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	confidence that sustainable modes of transport will deliver their needs is at present low.			
	<p>Health (++)Key issues from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite low levels of air quality risk across both local authority, like Wales as a whole, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Policy Benefit Walking, cycling and wheeling policies will assist in increasing the uptake and ease of walking, cycling and wheeling for daily purposes. Policies will focus on strengthening links between urban settlements in mid Wales and those more rural through a hub and spoke model, as well as strengthening the connections between rural communities themselves to protect and enhance mental and physical well-being. Beyond improvements to the infrastructure itself that connects communities such as footways, shared use paths and walking and cycling trails/routes, walking, cycling and wheeling policies will assist in improvements other infrastructural interventions to increase active transport such as e-bike charging stations; community-based e-bike schemes; projects for making e-bikes and e-cargo bikes and more accessible e.g. community cycle hire scheme; bike sharing; loan schemes to access education or employment. As a consequence, walking, cycling and wheeling policies contribute positively to national and regional air quality goals of achieving net zero by 2050. The mid Wales Energy Strategy (2020) aims to reduce road transport emissions by 54%, the largest sectoral target reduction</p>	<p>Biodiversity and Ecosystem Resilience (++)Key issues from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). Around 10% and 12% of Ceredigion Powys land mass is respectively covered by sites of statutory protection, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (<i>The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022</i>). Policy Benefit Walking, cycling and wheeling policies will assist in increasing the uptake and ease of walking, cycling and wheeling for daily purposes. Policies will focus on strengthening links between urban settlements in mid Wales and those more rural through a hub and spoke model, as well as strengthening the connections between rural communities themselves to protect and enhance mental and physical well-being. Beyond improvements to the infrastructure itself that connects communities such as footways, shared use paths and walking and cycling trails/routes, walking, cycling and wheeling policies will assist in improvements other infrastructural interventions to increase active transport such as e-bike charging stations; community-based e-bike schemes; projects for making e-bikes and e-cargo bikes and more accessible e.g. community cycle hire scheme; bike sharing; loan schemes to access education or employment. Walking, cycling and wheeling policies as a consequence are beneficial to the protection of biodiversity and ecosystem resilience. Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote active and sustainable modes of transport to protect and enhance ecosystem sand habitats in the region.</p>	<p>Sustainable transport innovation (0)Key issues from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10).Policy Benefit Walking, cycling and wheeling policies will assist in increasing the uptake and ease of walking, cycling and wheeling for daily purposes. Policies will focus on strengthening links between urban settlements in mid Wales and those more rural through a hub and spoke model, as well as strengthening the connections between rural communities themselves to protect and enhance mental and physical well-being. Walking, cycling and wheeling policies are not anticipated to deliver any benefits to public transport innovation. Engagement Walking, cycling and wheeling policies and their ability to enhance public transport innovation was not raised at stakeholder engagement.</p>	<p>Art and sports (+)Key issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit Improvements to walking, cycling and wheeling infrastructure can help provide those with a lack of access to public transport, or do not have the financial means to own and operate a car with the means to access arts, sports and cultural events in mid Wales. Improvements to walking and cycling infrastructure can assist with providing residents with connectivity to public modes of transport, which can provide residents with a mode of transport for onward journeys in order to access arts, sports and cultural events in mid Wales. Engagement It was raised in stakeholder engagement that often arts sports or cultural events in mid Wales are only accessible in a car or the need to arrange a taxi. Walking, cycling and wheeling policies can assist with eradicating short distance car journeys.</p>

	<p>in the strategy. While all walking, cycling and wheeling policies contribute positively to environmental health through their ambition to increase the uptake of active modes, policy WCW4 looks to take advantage of the opportunities offered by electric bikes (in terms of the distance and types of journeys that can be made by bike) when developing proposals for improved infrastructure and connections between rural communities. Engagement Both the importance of decarbonising the way people travel, but also negate the need to travel at all to protect public and environmental health was raised in stakeholder engagement. Environmental health was discussed at length in stakeholder engagement sessions, recognising that walking, cycling and wheeling has a significant part to play in achieving air and noise quality targets.</p>			
	<p>Safety and confidence (+)Key issues from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all four operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (Strategic Economic Plan & Growth Deal Roadmap, 2020). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared</p>	<p>Reducing Waste (+)Key issues from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overarching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefit Walking, cycling and wheeling policies will assist in increasing the uptake and ease of walking, cycling and wheeling for daily purposes. Policies will focus on strengthening links between urban settlements in mid Wales and those more rural through a hub and spoke model, as well as strengthening the connections between rural communities themselves to protect and enhance mental and physical well-being. Beyond improvements to the infrastructure itself that connects</p>	<p>Sustainable Distribution of Goods (0)Key issues from the Case for Change The marches and mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs. Policy Benefit It is acknowledged that while walking, cycling and wheeling policies do not directly impact the sustainable distribution of goods, however providing those with better access to key services through active travel links and therefore public transport services may reduce the number of goods in need of being distributed. Engagement Stakeholder engagement sessions did not raise the impact that active travel links could have on the sustainable distribution of goods.</p>	<p>Historic Environment (+)Key issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). In 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Consequently both local authorities are home to historical environments which are well visited Policy Benefit Walking, cycling and wheeling policies will both help provide people with access to public</p>

	<p>Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services. Policy Benefit Walking, cycling and wheeling policies will assist in increasing the uptake and ease of walking, cycling and wheeling for daily purposes. Policy WCW1 would deliver improved active travel infrastructure to make it safer to use, new links and supporting infrastructure such as wayfinding which would make users feel safer and more confident to walk, cycle or wheel. Engagement Stakeholder engagement sessions highlighted that safety and confidence in the public transport and active travel network in mid Wales is low. It is believed that walking, cycling and wheeling policies may inherently improve public transport operations and consequently opinions towards rail and bus travel.</p>			<p>communities such as footways, shared use paths and walking and cycling trails/routes, walking, cycling and wheeling policies will assist in improvements other infrastructural interventions to increase active transport such as e-bike charging stations; community-based e-bike schemes; projects for making e-bikes and e-cargo bikes and more accessible e.g. community cycle hire scheme; bike sharing; loan schemes to access education or employment. Walking, cycling and wheeling policies as a consequence are beneficial to the protection of biodiversity and ecosystem resilience. Through reducing the need to travel, less pressure is put on the transport network, such as the physical infrastructure necessary to provide road network and railway lines, but also the materials necessary to build and run public and private vehicles. Through improving active travel infrastructure and making walking, cycling and wheeling more convenient, it is likely that walking, cycling and wheeling policies will increase uptake of active modes, and subsequently reduce demand on the highway network. Reducing demand on the highway will help reduce waste associated with private vehicle travel, particularly the resources needed to implement and maintain highway infrastructure. It is anticipated that walking, cycling and wheeling policies will help make better use of existing infrastructure. Engagement It was raised during stakeholder engagement sessions that walking, cycling and wheeling infrastructure had a role to play in waste reduction in transport.</p>			<p>Affordability (0) Key issues from the Case for Change The Rail fares index 2023 details an increase of 5.7% in March 2023, despite Ceredigion and Powys respectively have one of the lowest average weekly earnings in Wales that year (£594 and £574 respectively). Policy Benefit Walking, cycling and wheeling policies would not directly impact public transport fares, however improved access walking and cycling infrastructure and therefore to public transport services, will help reduce the financial burden of car travel or the need to take a taxi. Engagement It was raised in stakeholder engagement and local authority well-being surveys that lower public transport fares in the region would have the potential to increase uptake.</p>				<p>transport services, which can then be used to access elements of the historic environment in mid Wales. Increasing footfall at historical environments can contribute to the economic means responsible for their upkeep. Additionally, increasing the number of people using public transport and increasing the uptake of active modes will help reduce overly congested roads, which will help preserve the nature of historical environments. Engagement It was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested to the detriment of the built environment.</p>		
Environmental Policies Group	0	+++	0	++	+	+	0	++	++	0	0	0	0
	<p>Equality (0) Key issues from the Case for Change Currently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (<i>Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TFW</i>). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life.</p> <p>Policy Benefit Environmental policies focus on placing climate and nature at the forefront of decision-making. Policies will aim to support the work of partners to ensure transport in the region prioritises the response to the climate and nature emergency, and look to support the delivery of transport actions within the Powys and Ceredigion Local Area Energy Plans. Environmental policies will look to take advantage of emerging technology to promote EV use, and explore potential alternative fuel vehicles to introduce to the public transport network. All of which will be done with the community at the heart of decisions, looking to increase the number of community based car clubs in mid Wales to transform the way people in mid Wales travel. It is not anticipated that environmental policies will directly nor significantly contribute to improving the access that people in mid Wales have to public transport.</p>			<p>Reducing Carbon emission and Modal Shift (++) Key issues from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Consequently, vehicle dependency is high in mid Wales.</p> <p>Policy Benefit Environmental policies will directly contribute positively to the reduction in carbon emissions, looking to support low carbon interventions across the transport system in mid Wales. Env1 as a policy declares its commitment to the incorporation of climate and nature prioritisation in the decision making process to transport interventions in mid Wales. Env2 looks to ensure that the regional transport effectively responds to the climate and nature emergency by supporting the work of and seeking counsel from partners. Other more specific policy measures such as Env4 and Env5 target the introduction of low emission vehicles to the way people privately in their cars, but also what public transport vehicles are used and how can they contribute towards environmental targets. Environmental policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%.</p> <p>Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this subject was the need for better sustainable transport alternatives to facilitate the changing of modes from the private vehicle.</p>			<p>Placemaking (0) Key issues from the Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (Placemaking Wales, 2020).</p> <p>Policy Benefit It is not anticipated that environmental policies will directly contribute towards placemaking principles in mid Wales.</p> <p>Engagement Low emission transport and environmental protection were not discussed in the context of placemaking at workshops.</p>				<p>Welsh language (0) Key issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16% (Census, 2021). As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities.</p> <p>Policy Benefit It is not anticipated that environmental policies will contribute to the protection of the Welsh Language in mid Wales.</p> <p>Engagement Low emission vehicles, environmental protection and improving access to the Welsh language were not discussed at stakeholder workshops.</p>		

	<p>Engagement Equality of access to public transport and environmental protection specifically was not discussed at stakeholder workshops.</p>			
	<p>Health (+++)Key issues from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite low levels of air quality risk across both local authority, like Wales as a whole, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Policy Benefit Environmental policies focus on placing climate and nature at the forefront of decision-making. Policies will aim to support the work of partners to ensure transport in the region prioritises the response to the climate and nature emergency, and look to support the delivery of transport actions within the Powys and Ceredigion Local Area Energy Plans. Environmental policies will look to take advantage of emerging technology to promote EV use, and explore potential alternative fuel vehicles to introduce to the public transport network. All of which will be done with the community at the heart of decisions, looking to increase the number of community based car clubs in mid Wales to transform the way people in mid Wales travel. As a consequence, environmental policies contribute positively to national and regional air quality goals of achieving net zero by 2050. Policy Env5 will particularly support air quality and reduce environmental noise in mid Wales, as it will look to work with partners to investigate the potential of alternative fuel vehicles, including provision of the necessary alternative fuel infrastructure. Thos policy will assist in developing and implementing zero emission vehicles on the TrawsCynmru</p>	<p>Biodiversity and Ecosystem Resilience (+)Key issues from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (Strategic Economic Plan & Growth Deal Roadmap, 2020). Around 10% and 12% of Ceredigion Powys land mass is respectively covered by sites of statutory protection, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (<i>The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022</i>). Policy Benefit Environmental policies and their ambitions to reduce air and noise pollution will protect biodiversity and ecosystem resilience. Environmental policies also do not promote interventions which require land uptake. Policies look to promote the use of low emission vehicles, and the uptake of active and sustainable modes of transport as opposed to highway network interventions and private vehicle use. Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote active and sustainable modes of transport to protect and enhance ecosystem sand habitats in the region.</p>	<p>Sustainable transport innovation (++)Key issues from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10). Policy Benefit Environmental policies focus on placing climate and nature at the forefront of decision-making. Policies will aim to support the work of partners to ensure transport in the region prioritises the response to the climate and nature emergency, and look to support the delivery of transport actions within the Powys and Ceredigion Local Area Energy Plans. Environmental policies will look to take advantage of emerging technology to promote EV use, and explore potential alternative fuel vehicles to introduce to the public transport network. All of which will be done with the community at the heart of decisions, looking to increase the number of community based car clubs in mid Wales to transform the way people in mid Wales travel. Environmental policies will assist in the response to the climate emergency through the utilisation of emerging and innovative technologies. Policy Env4 will be proactive and innovative when it comes to utilising and adapting new technologies, e.g. support and promote innovative ways of increasing access to EV charging, including peer-to-peer and shared charging initiatives. Engagement It was recognised during stakeholder engagement that technology and innovative practices could be explored to further contribute to environmental health targets.</p>	<p>Art and sports (0)Key issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit It is not anticipated that environmental policies will contribute to the protection of the Welsh Language in mid Wales. Engagement Low emission vehicles, environmental protection and improving access to arts, sports and culture were not discussed at stakeholder workshops.</p>

	<p>network in the region.</p> <p>Engagement Both the importance of decarbonising the way people travel, but also negate the need to travel at all to protect public and environmental health was raised in stakeholder engagement. Transitioning to ULEV and providing the necessary infrastructure for such vehicles to thrive was discussed, alongside softer measures targeted at workplaces and educational facilities to influence behaviour change from car travel to greener modes of transport.</p>													
	<p>Safety and Confidence (0)Key issues from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all fours operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services.Policy Benefit It is not anticipated that environmental policies will contribute to improving feeling of safety and confidence in the public transport network in mid Wales.Engagement Safety and confidence using public transport and environmental protection specifically was not discussed at stakeholder workshops.</p>			<p>Reducing Waste (+)Key issues from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overreaching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050.Policy Benefit Environmental policies promote the inclusion of low emission interventions into the transport, which will consequently promote the uptake of electric vehicles for private and public use. Consequently, no highway network interventions are proposed, and therefore environmental policies will prove beneficial to waste.Engagement It was acknowledged at stakeholder workshops that introducing low emission vehicles to the transport system in mid Wales would reduce the waste associated with transport.</p>			<p>Sustainable Distribution of Goods (++)Key issues from the Case for Change The marches and mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs.Policy Benefit Environmental policies focus on placing climate and nature at the forefront of decision-making. Policies will aim to support the work of partners to ensure transport in the region prioritises the response to the climate and nature emergency, and look to support the delivery of transport actions within the Powys and Ceredigion Local Area Energy Plans. Environmental policies will look to take advantage of emerging technology to promote EV use, and explore potential alternative fuel vehicles to introduce to the public transport network. All of which will be done with the community at the heart of decisions, looking to increase the number of community based car clubs in mid Wales to transform the way people in mid Wales travel. Environmental policies will assist in the decarbonisation of freight in mid Wales, looking to promote the distribution of goods in low emission vehicle for both long an short distance freight journeys. Policy Env3 is an example of a policy which will support low emission freight, where the policy will look to identify further locations for EV charging infrastructure. This will provide help assist those working in the freight industry to distribute their goods via low emission vehicles.Engagement During stakeholder engagement it was raised that there was scope for growth in freight to decarbonise and contribute towards environmental targets.</p> <p>Affordability (0)Key issues from the Case for Change The Rail fares index 2023 details an increase of 5.7% in March 2023, despite Ceredigion and Powys respectively have one of the lowest average weekly earning in Wales that year (£594 and £574 respectively). Policy Benefit It is unlikely that environmental policies are likely to impact the affordability of public transport fares.Engagement It was raised in stakeholder engagement and local authority well-being surveys that lower public transport fares in the region would have the potential to increase uptake.</p>				<p>Historic Environment (0)Key issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). in 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Consequently both local authorities are home to historical environments which are well visited. Policy Benefit It is not anticipated that environmental policies will contribute to the protection of the Welsh Language in mid Wales.EngagementIt was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested to the detriment of the built environment.</p>			
Resilience, safety and	0	+	+	+	+	0	0	0	0	0	+	+	+	

<p>making better use Policies Group</p>	<p>Equality (0)Key issues from the Case for ChangeCurrently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (<i>Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TFW</i>). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life.Policy BenefitWhile resilience, safety and making better use policies will improve or upgrade existing walking and cycling provision, it is unlikely that policies will improve equality of access to public transport modes. Policies will seek to improve highway network conditions which will improve the current performance of public transport modes, which will improve the efficiency of modal connectivity. Engagement It was raised in stakeholder engagement sessions that improvements to existing walking, cycling and wheeling infrastructure across the region could be made, and that doing so would encourage great uptake of active modes which could in turn improve the access that people have to public transport.</p>	<p>Reducing Carbon emission and Modal Shift (+)Key issues from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Consequently, vehicle dependency is high in mid Wales. Policy Benefit Resilience, safety and making better use policies and their intentions to improve safety and the efficiency of the transport system in mid Wales is anticipated to have a positive impact on modal shift and reducing carbon emissions, incentivising greater uptake of active and sustainable modes through safety improvements. As a result of this anticipated increase in sustainable mode uptake, it is anticipated that this will have a benefit to carbon reduction goals both regionally and nationally. Resilience, safety and making better use policies will help achieve national and regional targets of achieving Net Zero by 2050, and regional reduction targets of 54%.Engagement The views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this subject was the need for better sustainable transport alternatives to facilitate the changing of modes from the private vehicle.</p>	<p>Placemaking (0)Key issues from the Case for Change Planning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (Placemaking Wales, 2020). Policy Benefit It is not anticipated that resilience, safety and making better use policies will directly contribute towards placemaking principles in mid Wales. EngagementThe incorporation of placemaking principles into resilience, safety and making better use of existing transport infrastructure was not discussed in stakeholder workshops.</p>	<p>Welsh Language (+)Key issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16%. As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefit Policies Res 3 and Res 4 both look at measures to improve transport infrastructure. Policy Res 3, for example, looks to continue to maintain the LAs' highway assets to ensure A routes and corridors that are important for sustainable travel are in good condition. Policy Res 4 aims to identify opportunities to improve or upgrade existing walking and cycling provision when developing wider improvement proposals, planning for new developments and as part of ongoing maintenance programmes. Policies such as these will assist with allowing people to access Welsh language services, whether that be by private, sustainable or active modes, such as educational and arts, sports and cultural events. EngagementResilience safety and making better use in conjunction with improving access to Welsh language facilities and services was not discussed at stakeholder workshops.</p>
	<p>Health (+)Key issues from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite low levels of air quality risk across both local authority, like Wales as a whole, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Policy Benefit It is not anticipated that resilience, safety and making better use policies will have a direct impact on health, however making better use of existing infrastructure will negate the emissions associated with the implementation of new transport infrastructure. Engagement Making better use of existing infrastructure was a point raised in stakeholder engagement, stating that highway infrastructure could be improved in order to improve the conditions for pedestrians.</p>	<p>Biodiversity and Ecosystem Resilience (+)Key issues from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). Around 10% and 12% of Ceredigion Powys land mass is respectively covered by sites of statutory protection, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (<i>The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022</i>). Policy Benefit Resilience, safety and making better use policies are anticipated to have a beneficial impact on the protection of biodiversity and ecosystem resilience. The aim of this policy group is to maintain and improve existing infrastructure, as opposed to introduce new infrastructural interventions which is likely to disturb ecosystems and impact negatively on biodiversity. Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote active and sustainable modes of transport to protect and enhance ecosystem sand habitats in the region.</p>	<p>Sustainable transport innovation (0)Key issues from the Case for ChangeBoth Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10).Policy BenefitIt is not anticipated that Resilience, safety and making better use policies will directly contribute towards sustainable transport innovation in mid Wales. EngagementSustainable transport innovation was not discussed at stakeholder workshops in relation to resilience, safety and making better use policies.</p>	<p>Art and sports (+)Key issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports in made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit Policies Res 3 and Res 4 both look at measures to improve transport infrastructure. Policy Res 3, for example, looks to continue to maintain the LAs' highway assets to ensure A routes and corridors that are important for sustainable travel are in good condition. Policy Res 4 aims to identify opportunities to improve or upgrade existing walking and cycling provision when developing wider improvement proposals, planning for new developments and as part of ongoing maintenance programmes. Policies such as these will assist with allowing people to access Art, sports and cultural events, whether that be by private, sustainable or active modes. EngagementResilience safety and making better use in conjunction with improving access to arts, sports and cultural events was not discussed at stakeholder workshops.</p>

	<p>Safety and Confidence (+)Key issues from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all four operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (Strategic Economic Plan & Growth Deal Roadmap, 2020). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services.Policy Benefit Resilience safety and making better use all aim to increase feelings of safety and confidence in the transport network in mid Wales, however not specifically the public transport network directly. Policy Res1 in particular aims to deliver measures and interventions to reduce the number and severity of road traffic collisions and improve road safety, while policy Res2 ensures road safety (and personal safety) is considered holistically in the development and delivery of transport projects and initiatives. Policies such as these will help improve infrastructure standards to ensure that public modes operate safely.EngagementHighway network maintenance and its relationship with safety and confidence using public transport was not discussed at stakeholder workshops.</p>			<p>Reducing Waste (0)Key issues from the Case for ChangeTowards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overarching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefit It is anticipated that resilience, resilience, safety and making better use policies will contribute positively and significantly to ambitions to reduce the waste associated with transport. Resilience, safety and making better use policies are centered around repurposing and improving existing transport infrastructure, as opposed to the introduction of new transport infrastructure which will result in wasted resources. Policy Res4 is a particular example of this, where opportunities will be identified to improve or upgrade existing walking and cycling provision when developing wider improvement proposals, planning for new developments and as part of ongoing maintenance programmes.EngagementImprovements to existing infrastructure in mid Wales was cited in stakeholder engagement sessions as a method that could contribute to waste reduction in mid Wales.</p>			<p>Sustainable Distribution of Goods (0)Key issues from the Case for Change The Marches and Mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs.Policy Benefit It is not anticipated that resilience, safety and making better use policies will directly contribute towards sustainable distribution of goods in mid Wales. Engagement Sustainable distribution of goods was not discussed at stakeholder workshops in relation to resilience, safety and making better use policies.</p>				<p>Historic Environment (+)Key issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). in 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Policy BenefitResilience, safety and making better use policies are unlikely to have an impact on the historic environment. Engagement Resilience safety and making better use in conjunction with historic environment protection was not discussed at stakeholder workshops.</p>		
Interchange and Integration Policies Group	++	++	+	++	+	+	+	++	0	0	+	+	+
	<p>Equality (++)Key issues from the Case for Change Currently, around 1% of the population in mid Wales live within 800m walking distance from a railway station, whilst across Wales as a whole this figure is 13%. Just over a 25% of people in mid Wales live within 400m walking distance of a bus stop, compared to 70% in Wales as a whole (Llwybr Newydd: Transport Data and trends, 2020; Key Measure S3 - TfW). The absence of sustainable connectivity to public transport highlights a physical barrier to public transport use in mid Wales, preventing people, particularly those who do not have access to a car, from accessing key services that are essential to day-to-day life.Policy Benefit Policy Int3 is a particular example of efforts to reduce physical barriers to public transport, where it will look to identify proposals for first and last mile walking and cycling links to public transport services and stations, which links with TfW's Station Network Plan programme. Policies Int4 and Int5 seek to reduce the systemic barriers to public transport, looking to improve the access to</p>			<p>Reducing Carbon emission and Modal Shift (++)Key issues from the Case for Change Census 2021 data demonstrates that the car is the most dominant mode of transport in mid Wales accounting for over 50% of commuter trips in both Powys and Ceredigion. Car ownership in mid Wales is higher than that of the rest of Wales, with 15% and 13% of households in Powys and Ceredigion owning 3 or more vehicles, compared to 10% across Wales as a whole. Policy Benefit Interchange and integration policies are centered around improving access to public transport modes, and improving public transport journey experience. Through improved access to public transport modes it is anticipated that an increase in bus and rail travel will increase steadily. Further, improvements to public transport experience, such as the provision of information will further help increase the uptake of public modes. Consequently, it is anticipated that interchange and integration policies will prove beneficial to carbon reduction and modal shift targets.EngagementThe views of stakeholders reinforced that modal shift was necessary to help contribute towards the national and regional Net Zero targets. Closely associated with this subject was the need for better sustainable transport alternatives to facilitate the changing of modes from the private vehicle. Further,</p>			<p>Placemaking (+)Key issues from the Case for ChangePlanning Policy Wales defines placemaking as a 'holistic approach to the planning and design of spaces...', where the aim is to create high quality development and public spaces promoting prosperity, happiness, health and wellbeing (Placemaking Wales, 2020). Policy Benefit Interchange and integration policies and their goal to improve the public transport offering in mid Wales will contribute to the creation of high quality public spaces in mid Wales by incentivising people to shift modes from private vehicles to public transport. Removal of private vehicles from the transport network will help towards the decarbonisation of urban a rural communities, creating spaces which facilitate people to spend time in as opposed to travelling through. Consequently, these policies will help increase footfall in local centres, boosting local economy and creating safe spaces for pedestrians.Engagement Meeting the particular needs of rural communities in mid Wales was a core theme of stakeholder engagement sessions, with several stakeholders raised that access to recreational activities by public transport was an issue, and then such activities are essential to placemaking and fostering a sense of community.</p>				<p>Welsh Language (+)Key issues from the Case for Change Ceredigion has the third highest Welsh speaking population at 44%, with Powys at around 16%. As a consequence, there are a significant amount of Welsh speakers in the region, and in order to protect and enhance the language RTP policies must promote use of the Welsh Language and ensure people are able to access Welsh language services and activities. Policy Benefit Improvements in access to public transport, as well as the connectivity and performance can help enable existing Welsh speakers, as well as aspiring Welsh speakers to access services needed to attend Welsh medium educational facilities, public services through the Welsh language and cultural tourist attractions and recreational services which facilitate the Welsh language. Policy Int6, for example, demonstrates that if implemented it would help to reduce barriers to public transport use in mid Wales, and help facilitate those wanting to access Welsh language services from areas which are most rural in mid Wales. Policy Int6 looks to identify opportunities for improved</p>		

	<p>public transport information, but also improve the nature of the information itself to allow people to make more informed choices about how they travel using public transport. Engagement Interchange and integration policies address numerous issues raised at stakeholder engagement sessions, such as a lack of access to public transport modes via car, on foot, by bicycle or even the connectivity with other public transport modes.</p>	<p>freight interventions were considered as a potential growth area in meeting environmental and modal shift targets.</p>		<p>interchange between car travel and sustainable transport. Engagement It was discussed at stakeholder workshops that improvement to public transport performance could enhance access to Welsh language facilities and services.</p>
	<p>Health (++)Key issues from the Case for Change Air Quality within Powys and Ceredigion is generally very good. There are no active AQMAs within either local authority boundary. Consequently there is little available ongoing monitoring within either area, with neither authority operating an automatic monitor, and only limited diffusion tube monitoring. Despite low levels of air quality risk across both local authority, like Wales as a whole, private car travel is the dominant mode of transport for commuting in the region at between 50% - 60% in each local authority (Census 2021). Policy Benefit Interchange and integration policies are centered around improving access to public transport modes, and improving public transport journey experience. Through improved access to public transport modes it is anticipated that an increase in bus and rail travel will increase steadily. Further, improvements to public transport experience, such as the provision of information will further help increase the uptake of public modes. Consequently, it is anticipated that interchange and integration policies will prove beneficial to air quality and noise pollution across the region. Engagement It was raised in stakeholder engagement sessions that a closer association of transport modes can play a part in reducing private vehicle use which would in turn reduce air pollution and improve noise pollution.</p>	<p>Biodiversity and Ecosystem Resilience (+)Key issues from the Case for Change Mid Wales is an area of diverse landscapes, home to an array of woodland, mountain ranges and farm land. The region is also home to National Nature Reserves, Special Protection Areas and the Brecon Beacon National Park, and covers 34% of the landmass of Wales (<i>Strategic Economic Plan & Growth Deal Roadmap, 2020</i>). Around 10% and 12% of Ceredigion Powys land mass is respectively covered by sites of statutory protection, it is recognised that these areas are not enough alone to prevent further decline in biodiversity (<i>The Ceredigion Nature Recovery Action Plan Draft, 2024; The Powys Nature Recovery Action Plan, 2022</i>). Policy Benefit Interchange and integration policies look at making public transport easier to access across all modes, whether that be on foot, bicycle, car or public transport itself. Integration and interchange policies will look to support the provision of mobility hubs in the region which allows people to conveniently and efficiently travel from A-B using public transport, focusing on how public transport information is given to them, and facilitating the connection of public modes of transport to eradicate first mile and last mile journeys undertaken in private vehicles. As a consequence, interchange and integration policies will help protect biodiversity and ecosystem resilience, promoting the use of public modes, negating the need to implement transport interventions which compromise ecosystems and biodiversity. Engagement Environmental protection was raised in stakeholder engagement, particularly the need to promote sustainable modes of transport to protect and enhance ecosystems and habitats in the region.</p>	<p>Sustainable transport innovation (++)Key issues from the Case for Change Both Powys and Ceredigion are making progress towards helping Wales achieve its Net Zero goal by 2050. The region is exploring innovative interventions to support sustainable transport in the form of low emission vehicles and publicly available charging devices. Local Energy Plans for Powys and Ceredigion (2024) show that 1% of vehicles in each local authority at present are purely electric. Ceredigion currently has the highest number of charging devices per 100,000 of the population at around 176 (the highest in Wales), whilst Powys has around 85 charging devices per 100,000 of the population (Wales Transport Strategy: Monitoring Measure S10). Policy Benefit Interchange and integration policies are anticipated to introduce newer forms of technology to improve the provision of information to public transport users. This information will help people plan their journeys and improve their own public transport experience. This is anticipated to encourage future uptake of public transport modes. Policy Int5 is a particular example of this, where the policy will look to support improved access to real time public transport information across the region, e.g. real time information provision at public transport interchanges; investigate opportunities for improving digital and mobile connectivity as part of transport projects; provision of public Wi-Fi at stations to improve access to real time information, online booking, and travel planning services. Engagement It was raised during stakeholder engagement that introducing innovative interventions to the transport system in mid Wales will help increase the uptake of public modes.</p>	<p>Art and sports (+)Key issues from the Case for Change The participation in art and sports is important for physical and mental well-being, social inclusion, strengthening community links and developing key life skills. Due to the rural nature of many settlements in the mid Wales region, often the participation in arts and sports is made more difficult due to the location of such events and their proximity to the places where people live. To prevent declining mental well-being, isolation and dissipating community links it is important that transport interventions protect the participation in arts and sports events in mid Wales. Policy Benefit Interchange and integration policies are expected to contribute positively towards enabling people to participate in arts, sports and cultural events in mid Wales. At present access to public transport modes in mid Wales lags behind other parts of Wales due to its particular rurality and sparse settlements. Improving access to public modes through will help increase participation in arts, sports and cultural events. Engagement It was discussed at stakeholder workshops that improvement to public transport performance could enhance access to arts, sports and cultural events.</p>

	<p>Safety and confidence (+)Key issues from the Case for Change At present, mobile phone coverage in mid Wales falls behind the rest of Wales. Just 9.5% of households in mid Wales have access to 4G, and approximately only half of households have 4G services from all four operators. For context, 73% of households in the rest of Wales have 4G services from all four operators (Strategic Economic Plan & Growth Deal Roadmap, 2020). 4G coverage is essential for the safety and confidence of public transport users, as it allows for users to make more informed decisions about their journey, alter their journey plans, prepare for public transport inadequacies and purchase online public transport fares. Despite planned improvements to the 4G network in mid Wales through the Shared Rural Network, many parts of mid Wales will still not benefit from 4G coverage. This systemic barrier in mid Wales discourages public transport use, and impacts feelings of safety and confidence in public transport services.Policy Benefit Improvements to access, information and public transport connectivity associated with interchange and integration policies are anticipated to have a positive impact on safety and confidence. Implementation of interchange and integration policies will allow people to safely access public transport, make better informed choices regarding their onwards travel plans, and be able to use active or sustainable modes from door to door eradicating the need for a private vehicle for first or last mile journeys. EngagementIt was raised during stakeholder engagement that better connected public transport services does help feelings of safety and confidence whilst using public transport.</p>	<p>Reducing Waste (+)Key issues from the Case for Change Towards Zero Waste Wales sets out a long term framework for resource efficiency and waste management up to 2050 Reducing the waste associated with transport plays a key role in this, particularly the carbon emissions associated with transport. The overarching goal of this target aligns closely with the nations Net Zero targets, and this is to reduce the amount of waste associated with transport by 2050. Policy Benefit It is anticipated that interchange and integration policies will positively impact the reduction of waste associated with transport. Interchange and integration policies are anticipated to increase the uptake of public modes. There policies will encourage an increase in the uptake those travelling via bus and rail utilising existing infrastructure, and therefore reducing the level of waste associated with transport. EngagementIt was acknowledged during stakeholder engagement that increasing the uptake of public modes of transport is beneficial to waste reduction in transport.</p>	<p>Sustainable Distribution of Goods (0)Key issues from the Case for ChangeThe Marches and Mid Wales Freight Strategy (2021) outlines an objective to reduce the greenhouse gas emissions associated with freight in mid Wales. The Department for Transport have forecast 40% growth in HGV freight between 2010 and 2040, stressing the importance of encouraging the take-up of low emission fuels for HGVs. Policy BenefitIt is not anticipated that interchange and integration policies will impact the sustainable distribution of goods in mid Wales. Engagement Sustainable distribution of goods in relation to interchange and integration of public transport services was not discussed at stakeholder workshops.</p> <p>Affordability (0)Key issues from the Case for Change The Rail fares index 2023 details an increase of 5.7% in March 2023, despite Ceredigion and Powys respectively have one of the lowest average weekly earning in Wales that year (£594 and £574 respectively). Policy Benefit It is not anticipated that interchange and integration policies will impact public transport fares in mid Wales. EngagementIt was raised in stakeholder engagement and local authority well-being surveys that lower public transport fares in the region would have the potential to increase uptake.</p>	<p>Historic Environment (+)Key issues from the Case for Change Many of mid Wales' tourist attractions can be found in rural settings, and are often historical sites. In 2019, the Great Britain Daily Visits Survey (2019) was conducted, detailing that the largest proportion of trip types to mid Wales were made to village/countryside settings (44%). in 2019, the third most visited local authority behind Cardiff and Swansea was Powys with 6.9 million visits. Recorded within the same survey, Ceredigion was the second most significant area in Wales for expenditure behind Cardiff, with £329 million spent on tourism day visits. Consequently both local authorities are home to historical environments which are well visited.Policy Benefit Improvements in access to public transport, and the experience of public transport itself as a result of interchange and integration policies are expected to positively impact historic environments. Increasing the uptake of those visiting historic environments via public transport will ensure that historic environments remain to be supported, and will help reduce congestion at historic and tourist spots. This will in turn help protect these environments. Engagement It was raised in stakeholder engagement that public transport provision to tourist sites across both local authorities are limited, often resulting in tourist attractions being overly congested to the detriment of the built environment.</p>
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Key (Likert Scale)

+++	Large Beneficial Impact
++	Moderate Beneficial Impact
+	Slight beneficial Impact
0	Neutral Impact
-	Slight Negative Impact
--	Moderate Negative Impact
---	Large Negative Impact