

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

MID WALES REGIONAL TRANSPORT PLAN (MWRTP)

Mid Wales Regional Transport Plan (Draft)



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Cyd-Bwyllgor Corfforedig y Canolbarth

Mid Wales Corporate Joint Committee

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FOREWORD

FOREWORD

The Regional Transport Plan has been prepared by the Mid Wales Corporate Joint Committee (CJC) covering the Local Authorities of Powys and Ceredigion in response to the Welsh Government requirement for RTPs to be submitted by 2025.

The plan preparation has been overseen by Transport Sub Committee of the CJC. The Plan is a statutory document for transport in the region. The two local authorities are working together to facilitate economic wellbeing, strategic development planning and transportation, ensuring access for all to services and opportunities, sustaining and improving the quality of community life, and making an active contribution to net zero of carbon and the quality of the environment, by delivering in partnership an integrated and affordable transport system in the region.

The RTP complements the work of the local authorities in economic development and planning including the statutory plans and policies of two authorities. The Plan aims to address the key issues and opportunities for Mid Wales:

- Difficulties in gaining access to employment and services, particularly for those without a car and because of the need to travel long distances.
- Poor opportunities for passing, pinch points and constraints on the strategic road network leading to increased disruptions and reduced journey time reliability for the movement of people and goods within the region and to key destinations outside of Mid Wales.
- Increased risks to the resilience of the network through impacts of climate change, including flood risk.
- Opportunities to increase mode share by walking wheeling and cycling modes and to improve the health and well-being of the local community and to continue to improve the road safety record.

The Plan covers a detailed programme from 2025-2030 and a framework for schemes until 2040 and beyond. It sets out a range of interventions and schemes for all modes of travel, some applying across both authorities and some locally based. The schemes respond to the issues for transport in the region and complement those being developed at the national level and across borders. The Plan aims to improve access to key destinations and markets, enhance access to employment and services, improve health and well-being by increasing levels of walking and cycling, bring improved safety and security and at the same time bring benefits and minimised impacts on the environment. Whilst the RTP identifies issues and opportunities for all aspects of transport, the interventions and schemes are limited to those that are within the local transport authority's remit and do not for example include schemes relating to the rail, the trunk road network or national bus network. These aspects are dealt with by the Welsh Transport Strategy.

The Mid Wales Local Authorities look forward to working with the Welsh Government to bring forward schemes to address the issues and opportunities for transport in Mid Wales. The degree to which the vision can become reality will depend on the level of investment available in transport from all sources in the coming years. The funding situation will be highly constrained in the foreseeable future. Working closely together as the Mid Wales authorities alongside Welsh Government, with local authorities and Government across the border, other transport stakeholders, transport users, voluntary sector organisations, and developers and businesses, provides the best circumstances in which to achieve this vision for Mid Wales.

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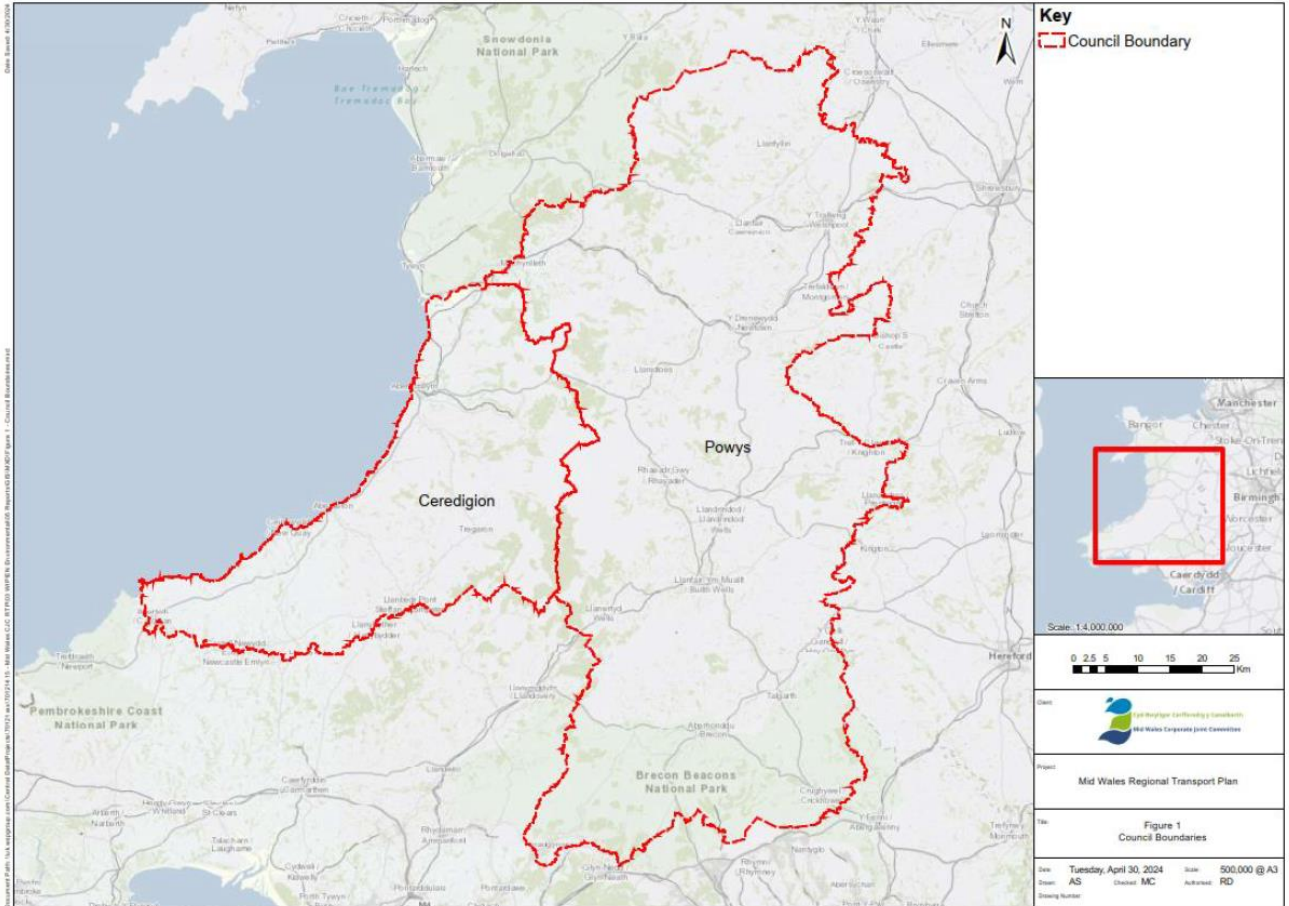
INTRODUCTION

1 INTRODUCTION

1.1 PLAN COVERAGE

1.1.1 This Mid Wales Regional Transport Plan (hereafter referred to as the MWRTP) covers the Mid Wales Corporate Joint Committee (CJC) area, namely the local authority areas of Ceredigion and Powys. The area covered by this MWRTP is shown by the red line boundary in **Figure 1-1**.

Figure 1-1 - MWRTP Area



1.1.2 Powys and Ceredigion are primarily rural counties, accounting for 34% of the landmass of Wales and home to a total of 205,000 people.¹ By 2030, the population of Mid Wales is predicted to decrease slightly to 203,395, and to 202,673 by 2039². This reduction is closely linked to the age structure and future age trends predictions in the region. For example, Mid Wales has a particularly high proportion of residents aged 65 and over, with Powys having the highest proportion of all local

¹ A Vision for Growing Mid Wales – Strategic Economic Plan & Growth Deal Roadmap, May 2020

² [Population projections by local authority and year \(gov.wales\)](https://www.gov.wales/population-projections-by-local-authority-and-year). NB These are 2018-based estimates.

authorities in Wales (27.9%)³. It is estimated that there will be a 16% decline in the working age population and a 37% increase in those aged over 65 by 2039 in Mid Wales⁴.

- 1.1.3 Both counties have low population densities, dispersed settlements and are heavily reliant on employment, services, and facilities within the larger towns in the region. The ability of rural communities to access these services is essential in protecting and enhancing the well-being of those who live in Mid Wales. The rural nature of Ceredigion and Powys is recognised in their respective Local Development Plans, acknowledging that rurality significantly affects economic, environmental, cultural, and social well-being. These rural challenges are highlighted by 'A Vision for Growing Mid Wales' (May 2020), which states that, '*The size, remoteness and the dispersed pattern of settlements in Mid Wales presents challenges in both the transport of goods and people.*'⁵
- 1.1.4 There are 14 main towns in the region, which have been identified through work on the Local Authorities' respective Local Development Plans.⁶ These are Aberaeron, Aberystwyth, Brecon, Builth Wells (including Llanellwedd), Cardigan, Knighton, Lampeter, Llandrindod Wells, Llandysul, Machynlleth, Newtown, Tregaron, Welshpool and Ystradgynlais. Stakeholder engagement has highlighted that in Powys, there are plans to increase the focus of service delivery through hubs and localities, with the main towns identified as Brecon, Llandrindod, Newtown, Ystradgynlais and Welshpool. This highlights the importance of linking the MWRTP to future proposals for land-use planning and service delivery.
- 1.1.5 The region has 945 km (587 miles) of Trunk and A roads connecting the region with North and South Wales and the West Midlands.⁷ However, the Mid Wales single carriageway network of strategic roads means that travel times are longer when compared to strategic routes such as the M4, A470 and A55. Therefore, when traffic incidences occur there can be many hours of delay and extremely long diversions south of Merthyr Tydfil leading to the local road network becoming congested.
- 1.1.6 Despite these challenges, the crucial role of the highway network in Mid Wales was emphasised during stakeholder engagement. The highway network was highlighted for accessibility between communities and in providing connections to the larger towns, regional connectivity between North and South Wales, the transportation of freight and its importance for bus services.
- 1.1.7 The importance of Mid Wales in 'connecting the nation' was highlighted during stakeholder engagement due to the need for all journeys to go through Mid Wales when travelling between North

³ [Age - Census Maps, ONS](#)

⁴ A Vision for Growing Mid Wales – Strategic Economic Plan & Growth Deal Roadmap, May 2020

⁵ A Vision for Growing Mid Wales – Strategic Economic Plan & Growth Deal Roadmap, May 2020, pp. 35

⁶ [Microsoft Word - 001 LDP Vol 1 Final English \(ceredigion.gov.uk\)](#); [Microsoft Word - Draft Settlement Strategy Back Paper for PS 2019 Eng \(ceredigion.gov.uk\)](#); Powys Replacement Local Development Plan (2022-2037) – Powys Sustainable Settlements and Rural Communities: Cluster Analysis Background Paper (November 2023); [Microsoft Word - Brecon text print.doc \(beacons-npa.gov.uk\)](#). NB. These are referred to as Tier 1 settlements in the Powys LDP and Urban Service Centres in the Ceredigion LDP.

⁷ A Vision for Growing Mid Wales – Strategic Economic Plan & Growth Deal Roadmap, May 2020, pp. 16

distance from a bus stop with at least one bus per hour⁸. Mid Wales as a region has less provision than more the urban regions in Wales which causes people to have limited travel options when accessing key services. Further to this, the services that are available in some areas do not operate past 18:00. The reach and limitations of the bus network in Mid Wales is further detailed in the MW RTP Case for Change (**Appendix 1**) where a summary of the main bus operators within the region and their service area is described. The key locations for bus interchange for these services that provide strategic connections to larger towns and cities beyond Mid Wales include Aberystwyth, Newtown, and Welshpool.

- 1.1.10 Over the last 5 years the strategic TrawsCymru bus corridors have had investment from Welsh Government to improve shelters, implement level boarding and provide electric bus timetables and real time information. However, there are still further locations to be upgraded and a further programme will need to be introduced to improve the regional bus network infrastructure.
- 1.1.11 There are two railway lines in Mid Wales, the Cambrian Main Line and the Heart of Wales line. Rail provision is limited in terms of the reach of the network and the availability and frequency of the services. The Cambrian Main Line offers east to west connections between Aberystwyth to the east and Shrewsbury and Birmingham to the west. The associated Cambrian Coast Line also provides services connecting to North Wales including Pwllheli. The Heart of Wales line offers north to south connections between Llanelli and Shrewsbury, some of the stations in Mid Wales including Llanwrtyd Wells, Llandrindod Wells, and to Knighton.
- 1.1.12 Current railway station usage reflects the level of rail provision in the region, with only four stations in Mid Wales (Aberystwyth, Machynlleth, Newtown and Welshpool Railway Stations) receiving over 50,000 entries and exits between 2022 and 2023.⁹ The rail lines in Mid Wales have a low service frequency, slow line speeds, and there are limited direct services to major UK cities with the only regular service being the two-hourly route between Aberystwyth and Birmingham International along the Cambrian Line. However, interchange at Birmingham International does offer rail connections to other cities across the UK including Edinburgh, Manchester and London. There are also some additional services to Shrewsbury which, together with Birmingham International, provide interchange with direct services to North and South Wales and North West England.
- 1.1.13 Connectivity between Mid Wales and other regions is important, both within Wales and across into England. 'A Vision for Growing Mid Wales' highlights that, '*Transport connectivity both inside and outside of Mid Wales is crucial to economic flows and future growth.*' This is important for ensuring sustainable economic growth, access to employment, and freight connectivity. Cross-border connectivity is also crucial for supporting tourism growth, with key tourist destinations in Mid Wales including the Bannau Brycheiniog National Park and the West Wales coastline.
- 1.1.14 Commuting data from the Annual Population Survey, shows that in 2023 12,400 people commuted out of the Mid Wales region and 16,800 people commuted into the region.¹⁰ Of those travelling out of

⁸ [supporting-information-transport-data-and-trends.pdf \(gov.wales\)](#)

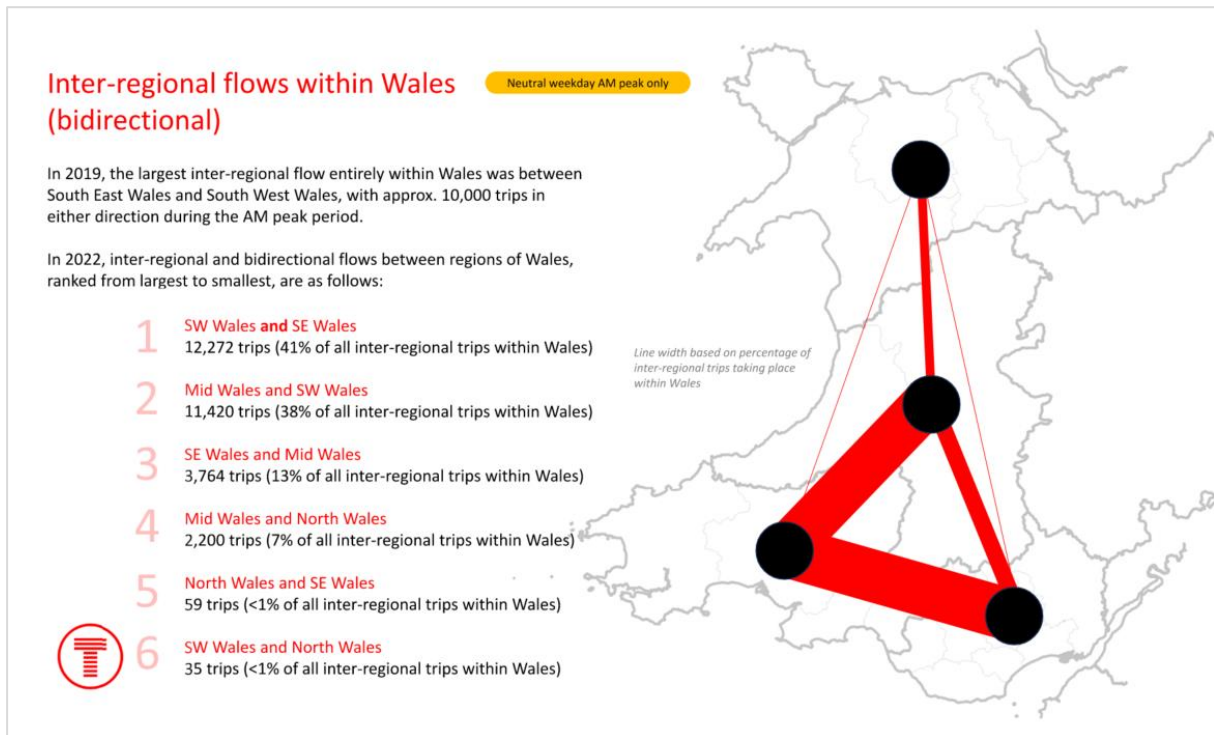
⁹ [Number of rail station entries and exits in Wales by station and year \(gov.wales\)](#)

¹⁰ [Commuting patterns by Welsh local authority and measure \(gov.wales\)](#)

the area, approximately 3,200 travelled to Carmarthenshire and 3,600 to the West Midlands. Of those travelling into the area, approximately 4,000 were from South-East Wales, 2,400 from Carmarthenshire and 5,100 from the West Midlands.¹¹ The proportion of commuting journeys being made to and from neighbouring local authorities in Wales and to England demonstrates the importance of cross border movement for essential economic activities such as employment and accessing key services.

- 1.1.15 Cross-border connectivity is also important in accessing key services, as residents within Mid Wales are often required to travel out of the area to access healthcare and education. For example, those within Powys are required to travel to other parts of Wales or across the border to England for hospital appointments. Similarly, residents in Ceredigion often have to travel to hospital appointments in Carmarthen or Swansea, a long journey time.
- 1.1.16 In terms of connectivity within Wales, **Figure 1-3** shows the importance of flows between Mid Wales and South West Wales, with flows between the two regions accounting for 38% of all Am Peak intra-regional trips within Wales in 2022 (covering all modes and journey purposes). This is significantly higher than the flows between Mid Wales and the other two Welsh regions. **Figure 1-3** shows that flows between Mid Wales and South East Wales accounted for 13% of all AM Peak intra-regional trips in Wales, and flows between Mid Wales and North Wales totalled at only 7%.

Figure 1-3 - Inter-regional flows within Wales¹²

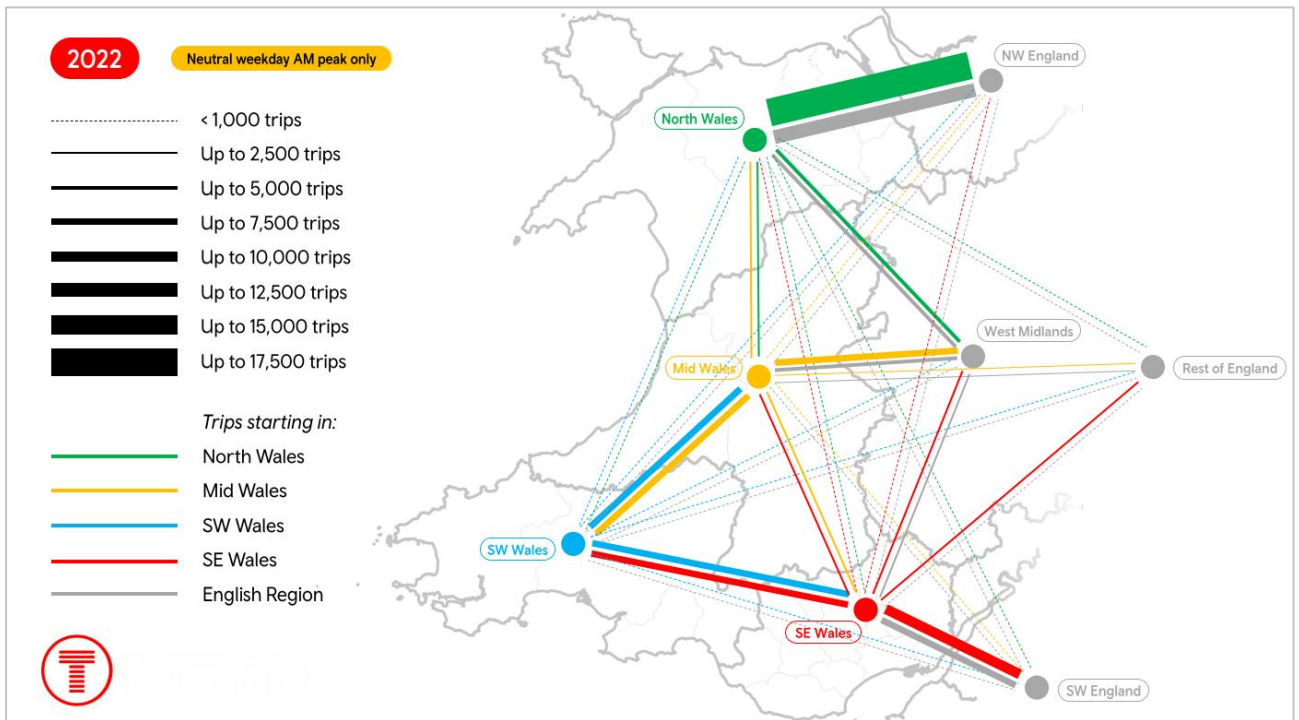


¹¹ [Detailed commuting patterns in Wales by Welsh local authority \(gov.wales\)](https://gov.wales)

¹² Data and graphic provided by TfW in April 2024 and is based on the 2022 version of TfW's mobile network dataset (MND).

1.1.17 **Figure 1-4** also shows the importance of connectivity to/from Mid Wales and South West Wales, but also the importance of inter-regional flows between Mid Wales and the West Midlands. Mid Wales has the longest border with England compared to any other part of Wales and cross-border connectivity is important, particularly with Shropshire and Herefordshire in terms of accessing services. There are significant commuting links, as well as freight links, across into England and the Marches.

Figure 1-4 - Inter-regional flows to, from and within Wales¹³



1.1.18 Smaller-scale analysis of origin-destination trips to the key towns in Mid Wales illustrates the importance of flows into the towns from the surrounding communities. Origin-destination trips for some key towns in the region are described below, with origin-destination maps for all the key towns included in **Appendix 2**. This includes Aberystwyth, Aberaeron, Bwlth Wells, Cardigan, Knighton, Lampeter, Llandrindod Wells, Llandysul, Machynlleth, Newtown, Tregaron, Welshpool, Ystradgynlais, and Brecon.

1.1.19 **Aberystwyth** – There are a significant number of trips into Aberystwyth from all surrounding communities to the north, east and south, as well as flows between key towns in the area including Machynlleth and Aberaeron. The number of internal trips within Aberystwyth is very similar to the number of incoming trips, and the number of both internal and incoming trips increase in the summer, which is likely to reflect the greater tourism and visitor numbers during this season.

¹³ Data and graphic provided by TfW in April 2024 and is based on the 2022 version of TfW's MND.

- 1.1.20 **Cardigan** – Reflective of its close proximity to Pembrokeshire and Carmarthenshire, cross-border trips from communities in West and South-West Wales such as Moylgrove and as far as Carmarthen make up a large proportion of overall trips into Cardigan.
- 1.1.21 **Machynlleth** – The origin-destination data has shown the importance of trips to Machynlleth from communities across the border in North Wales, including Dolgellau.
- 1.1.22 **Welshpool** – Due to its central location, Welshpool appears to be the destination for a more widespread distribution of trips. Flows into Welshpool come from many of the surrounding communities in Mid Wales, the town of Newtown to the south, and cross-border trips from England are also important, such as those from Shrewsbury.
- 1.1.23 **Newtown** – The origin-destination data shows the importance of trips from the north-east of Newtown including Welshpool and Montgomery, as well as cross-border trips into England including Shrewsbury.
- 1.1.24 **Llandrindod Wells** – Llandrindod Wells appears to be the destination for a widespread distribution of trips from relatively nearby locations including Builth Wells.
- 1.1.25 **Brecon** – A significant proportion of trips into Brecon are from Bannau Brycheiniog National Park, which is reflective of its significance in tourism and leisure trips particularly during the summer. Sennybridge and Crickhowell are also popular origin locations for trips into Brecon.

1.2 CURRENT AND FUTURE LAND-USE PLANS AND ECONOMIC STRATEGIES

- 1.2.1 The MWRTP will help to inform the forthcoming Strategic Development Plans (SDPs) by ensuring the policies of the MWRTP positively influence that of the SDPs.
- 1.2.2 The Local Development Plans (LDPs) that are currently operational in Powys and Ceredigion are the Powys Local Development Plan 2011 – 2026 (adopted 2018) and the Ceredigion Local Development Plan 2007 – 2022 (adopted 2013). The LDPs set out how development and the use of land will take place over the plan period, which is specified through a number of policies.
- 1.2.3 The Mid Wales Regional Investment Plan sets out the priorities for investing the UK Shared Prosperity Fund (UKSPF) regional allocation up until March 2025.

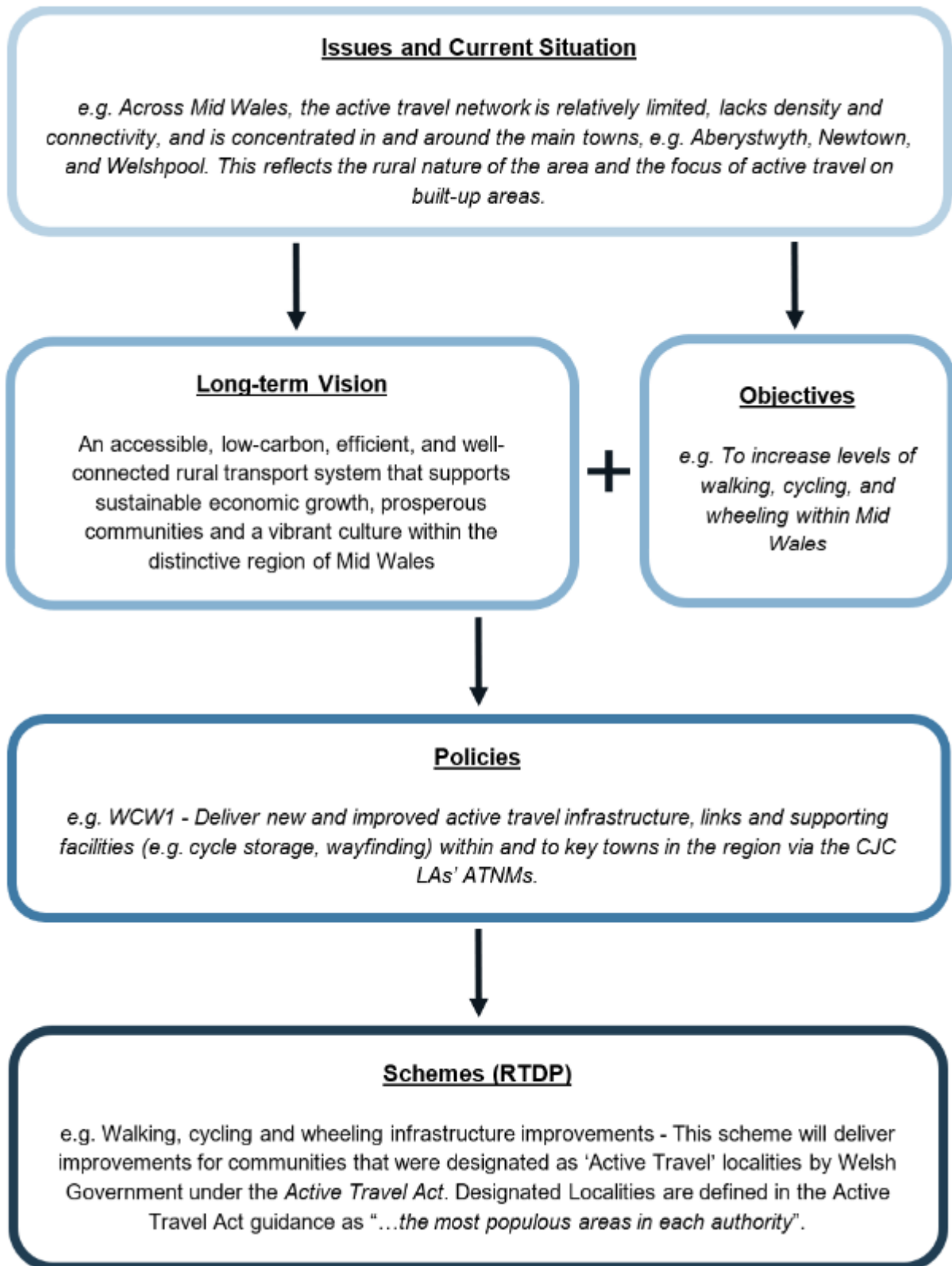
1.3 PLAN PERIOD

- 1.3.1 This MWRTP has been developed collaboratively by the Mid Wales CJC, Cyngor Sir Ceredigion County Council and Cyngor Sir Powys County Council. The CJC and its respective local authorities have worked together to identify the issues and opportunities for transport in the Mid Wales region. This MWRTP reflects the rural nature of Mid Wales and the distinctive transport challenges within the region. The Mid Wales CJC has a formal governance process in place that has overseen development of the MWRTP, and this has included key milestones and approval points by the CJC.
- 1.3.2 The MWRTP has been developed in line with the ‘Guidance to Corporate Joint Committees on Regional Transport Plans’ (2023) issued by the Welsh Government. In line with the Guidance, the MWRTP includes the following elements:
- A Case for Change setting out an evidence-based overview of the current transport situation and the key issues for transport and travel in the region. It explains ‘why something needs to be done’.

- A vision for the MWRTP and objectives setting out what the MWRTP should achieve.
- Policies and high-level interventions for transport in the region, which will work towards achieving the MWRTP vision and objectives.
- An Integrated Well-being Appraisal (IWBA) that demonstrates how well-being has been considered in the MWRTP.
- Plans for monitoring and evaluating MWRTP progress in achieving its objectives.

- 1.3.3 The MWRTP is a five-year plan, covering the period 2025-2030. The MWRTP also includes a Regional Transport Delivery Plan (RTDP), a prioritised list of projects and schemes that are proposed for delivery in the region by the CJC local authorities. The policies set out in the RTP by the CJC will inform the activities of the local authorities and will be set out in the RTDP. The RTDP will include a programme of schemes covering the five-year period between 2025-2030. This will include schemes that require development funding during the five-year plan period but may have longer delivery timescales.
- 1.3.4 The link between the elements of the MWRTP (including issues and current situation in Mid Wales, and the MWRTP vision and objectives, policies and schemes) is visualised in **Figure 1-5**. This includes examples of each of the elements that have been identified and developed throughout the development of the MWRTP.
- 1.3.5 This MWRTP, when approved by the Welsh Ministers, will replace the previous Mid Wales Joint Local Transport Plan (2015).

Figure 1-5 - MWRTP Elements

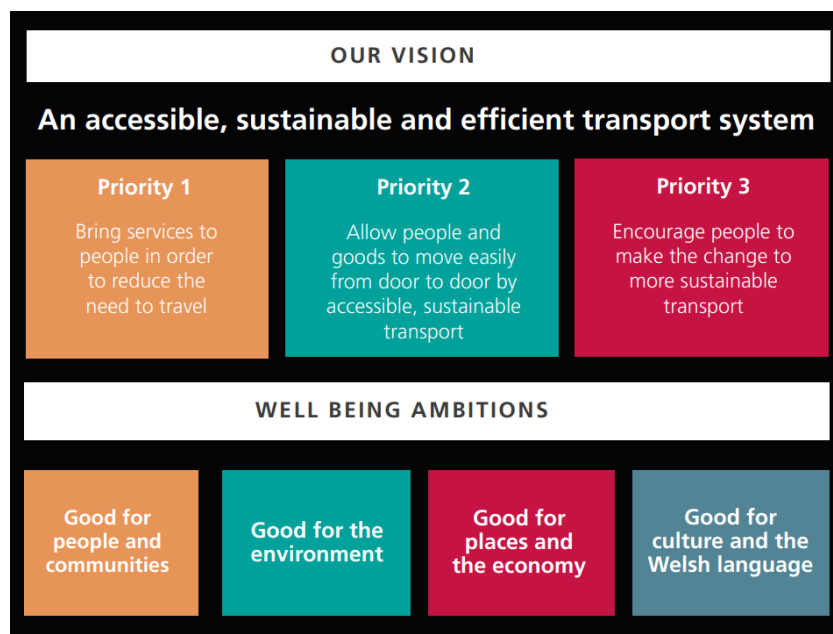


1.4 LINKS TO WELSH GOVERNMENT PRIORITIES

Llwybr Newydd – The Wales Transport Strategy

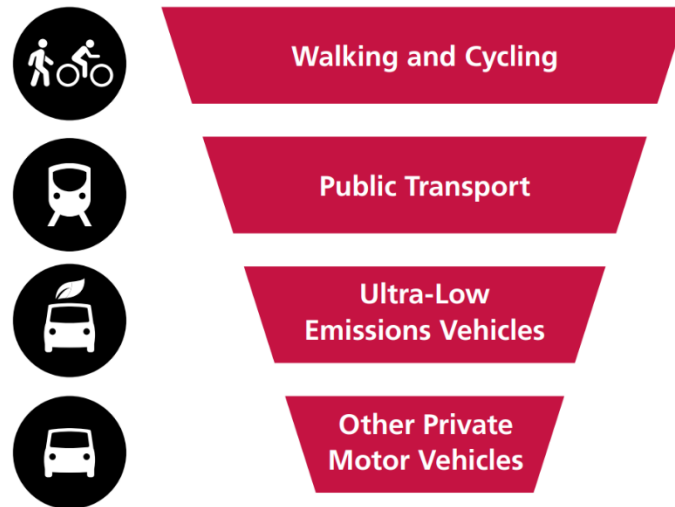
- 1.4.1 Llwybr Newydd – The Wales Transport Strategy (WTS) 2021 sets out a vision for ‘an accessible, sustainable and efficient transport system’. The overall vision of the WTS is supported by three short-term priorities, which will contribute to four WTS long-term, well-being ambitions, as shown in **Figure 1-6**.

Figure 1-6 - Wales Transport Strategy – Vision, Priorities and Ambitions



- 1.4.2 The National Transport Delivery Plan (NTDP), which is produced by the Welsh Government, and the four Regional Transport Plans in Wales, which are produced by the CJsCs, are the delivery mechanisms for realising the WTS priorities and ambitions.
- 1.4.3 The MWRTP is therefore the mechanism for implementing the WTS at the Mid Wales regional level. The policies and projects included within the MWRTP will not only work towards achieving the RTP objectives, but also the priorities and ambitions of the WTS in Mid Wales.
- 1.4.4 The linkages between the MWRTP and the WTS priorities and ambitions have been emphasised throughout all stages of the development of the MWRTP. For example, during stakeholder engagement (**Section 2**), the development of the MWRTP objectives (**Section 4**), the development of policies (**Section 6**) and the Monitoring and Evaluation Plan (**Section 9**). MWRTP policies have been developed in line with the requirements of the WTS, e.g. using the Sustainable Transport Hierarchy (**Figure 1-7**) where new transport infrastructure is needed, which prioritises more sustainable modes of transport over private motor vehicles.

Figure 1-7 - Sustainable Transport Hierarchy



- 1.4.5 The WTS also includes nine mini-plans that set out priorities and actions for specific transport modes and these are supported by four cross-cutting pathways to ensure an integrated approach to delivery in terms of decarbonisation, equality, integrated journey planning and rural transport. The MWRTP includes policies to support many of the mini-plans and all the cross-cutting themes, as detailed in **Section 6**. The RTDP will include projects and actions to deliver on these.
- 1.4.6 The WTS Monitoring Framework is a set of measures developed to assess progress against the four ambitions in the WTS. The MWRTP objectives, policies and schemes aim to maximise contribution to the measure in the WTS Monitoring framework. The links between the MWRTP and the WTS Monitoring Framework are shown in the MWRTP Monitoring and Evaluation Plan (**Section 9**). This includes links to the WTS target for modal shift of 45% of journeys to be made by public transport, walking, or cycling by 2040 (an increase from 32% in 2019).

National Transport Delivery Plan 2022 to 2027

- 1.4.7 The NTDP sets out the Welsh Government's programmes, projects and policies for a five-year period across Wales, and will be the means of delivering against the priorities and ambitions of the WTS at a national level. The MWRTP aligns with the NTDP to ensure that the programmes, schemes and policies delivered by the Welsh Government complement and link with those delivered at the regional level to provide a fully integrated and easy to use transport system for all users. The NTDP has been reviewed in the development of the MWRTP and specific schemes within the NTDP programme that are in Mid Wales are highlighted in **Section 5**. The MWRTP policies (**Section 6**) refer to the NTDP where relevant and emphasise the need for Wales-wide NTDP projects to be delivered to maximise progress to MWRTP objectives at a regional level.

Net Zero Wales – Carbon Budget 2 (2021-2025)

- 1.4.8 Net Zero Wales sets out the Welsh Government's emissions reduction plan and decarbonisation ambitions for a five-year period and is aligned to a pathway to net zero by 2050. The Net Zero Wales ambition statement for transport focuses on addressing emissions through three broad areas of mitigation:

- Travel demand reduction and modal shift, e.g. includes policies for increased homeworking, increased active travel and use of public transport, reduced emissions from freight, land use planning.
- Technology and the uptake of zero or low-emissions vehicles, e.g. includes policies for increasing the uptake of zero emission cars and vans, EV charging infrastructure, zero emissions bus fleet, taxis and HGVs, decarbonisation of the rail network.
- Fuel efficiency improvements, e.g. includes policies for reduced emissions from aviation and shipping.

1.4.9 In relation to unique challenges faced by different localities, Net Zero Wales states, “*We must continue to engage and work with people in all parts of Wales to understand regional issues, opportunities and interests for communities and the Welsh workforce.*”

1.4.10 The MWRTP has taken account of Net Zero Wales in its development. The MWRTP includes specific objectives and policies that relate to modal shift and reducing the environmental impacts of transport, which will directly contribute to the decarbonisation ambitions of Net Zero Wales.

Other Welsh Government plans and policies considered by the MWRTP

1.4.11 Other key Welsh Government policies, plans and strategies that have informed the development of the MWRTP include:

- Sustainable Transport in Rural Areas – Guidance for Regional Transport Planning (2024).
- Our Roadmap to Bus Reform (2024).
- Wales Infrastructure Investment Strategy – Project Pipeline (February 2024).
- Bws Cymru: Connecting People with Places (2023).
- Welsh Government response to the Roads Review (2023).
- Future Wales – The National Plan 2040 (2021).
- Electric Vehicle Charging Strategy for Wales – Action Plan (2021).
- Energy Use in Wales – Third Addition (2024).
- Planning Policy Wales (2024).
- Town Centre First (2024).
- Clean Air Plan for Wales: Healthy Air, Healthy Wales (2024).
- Noise and Soundscape Action Plan (2023).

1.4.12 A summary of each of these Welsh Government policies and plans and how they have contributed to the development of the MWRTP is included as **Appendix 3**.

1.5 REVIEW OF REGIONAL AND LOCAL POLICIES, PLANS AND STUDIES

1.5.1 Plans, strategies, and studies that are in place at the regional and local level have informed the development of the MWRTP’s Case for Change, vision and objectives, policies, high-level interventions and schemes. These include the previous transport plans that have been developed for Mid Wales such as:

- Mid Wales Joint Local Transport Plan (2015).
- Mid Wales Regional Transport Plan (2009).

1.5.2 The key regional and local plans and studies that have informed the development of the RTP are outlined in **Table 1-1**.

Table 1-1 – Regional and local policies, plans and studies

Level	Policy / Plan / Study	Purpose / Aim	Link to MWRTP
Regional	Mid Wales Joint Local Transport Plan (2015)	Sets out a 5-year programme of transport schemes and longer-term aspirations across Mid Wales.	Schemes within the programme that have not been delivered or progressed to date have been reviewed for inclusion in the MWRTP's forthcoming Regional Transport Delivery Plan.
	Mid Wales Regional Transport Plan (2009)	A detailed assessment of regional issues and sets out a range of policy interventions to target the issues.	A cross check has been undertaken of the issues and policies included in the previous Mid Wales Regional Transport Plan, and those that are proposed in the current MWRTP.
	Mid Wales Corporate Joint Committee Corporate Plan 2023-2028	Sets out the CJC's vision, priorities and well-being objectives for the region, including an action plan.	The strategic fit of the MWRTP objectives have been assessed against the CJC's well-being objectives in the development of the MWRTP.
	North Wales Transport Commission – Final Report (2023)	To assess the problems, opportunities, challenges and objectives for realising a sustainable, integrated and multi-modal transport system in North Wales.	The themes identified in the Progress Statement have informed the development of the MWRTP's Case for Change.
	North Wales Transport Commission Progress Statement (2023)	Provides an overview of the transport system in North Wales, including problems, challenges and opportunities.	The recommendations have been reviewed and, where relevant, incorporated into MWRTP policies.
	Mid Wales Regional Tourism Study and Action Plan – Stage 2 Report (October 2022)	To guide and support sustainable development of tourism in the Mid Wales region.	The study has informed the development of the MWRTP's Case for Change, objectives and policies.
	The Marches & Mid Wales Freight Strategy (2021)	Build an evidence base for a bespoke strategy to support the economic growth in the Marches and Mid Wales	Two MWRTP policies have been included that specifically reference the Marches & Mid Wales Freight Strategy and the need to take forward its recommendations.
	Regional Economic Framework for Mid Wales (2021)	Sets out the region's economic priorities.	The MWRTP's vision has incorporated some key words from the vision of the Regional Economic Framework for Mid Wales.
	A Vision for Growing Mid Wales – Strategic Economic Plan & Growth Deal Roadmap (May 2020)	Sets out a vision for the development of the Mid Wales economy over the next 15 years.	The MWRTP has incorporated the document's objectives and actions for transport, where relevant.

	Mid Wales and Shropshire Cross-Border Study – Final Strategy (February 2020)	To investigate the potential to improve connections between Wales and Shropshire.	Interventions identified within the study have been included with the MWRTP policies.
	Strategic Economic Priorities for the Mid Wales Region (December 2018)	Sets out the Strategic Economic Priorities for the Mid Wales Region that aim to deliver growth across the region over the next 15 years.	The MWRTP's Case for Change has been developed from information about the Mid Wales economy; and transport interventions in the document have been considered in the development of MWRTP objectives and policies.
	Energy Use in Wales (2024)	Sets out the energy use in Wales to support policymaking. The transport sector accounts for 25% of the total energy use in Wales (compared to 30% for the UK). Within Mid Wales annual transport energy use in 2021 for Ceredigion was between 290-700 GWh and in Powys between 700 and 1,100 GWh.	The MWRTP has used the baseline figures for transport, where relevant..
Local	Powys: Local Area Energy Plan (2024)	To identify the most cost-effective way for local areas to decarbonise their energy system to help meet the Net Zero target by 2050.	Priority projects in the LAEPs have been incorporated within the MWRTP's policies.
	Ceredigion: Local Area Energy Plan (2024)	To identify the most cost-effective way for local areas to decarbonise their energy system to help meet the Net Zero target by 2050.	Priority projects in the LAEPs have been incorporated within the MWRTP's policies.
	Well-being Assessment – Powys Public Service Board (2022)	Provide a comprehensive review of the economic, social, environmental and cultural factors that impact on the well-being of local people.	The MWRTP's Case for Change has been informed by the findings of the Well-being Assessment.
	Ceredigion Assessment of Local Well-being (2022)	Provide a comprehensive review of the economic, social, environmental and cultural factors that impact on the well-being of local people.	The MWRTP's Case for Change has been informed by the findings of the Well-being Assessment.
	Powys Public Services Board Well-being Plan (2023)	Informed by the Well-being Assessment, it sets out the PSBs' well-being objectives and the actions that are planned to deliver the objectives and improve well-being.	The MWRTP's Case for Change has been informed by the findings of the Well-being Assessment.
	Ceredigion Local Well-being Plan 2023-2028	Sets out the PSBs' well-being objectives and the actions that are planned to deliver the	The MWRTP's Case for Change has been informed by the findings of the Well-being Assessment.

		objectives and improve well-being.	
	Ceredigion Council ULEV Strategy and Action Plan (2022)	Sets out recommendations for future ULEV provision in Ceredigion.	The MWRTP policies and RTDP have been informed by the findings and recommendations of the Plan.
	Ceredigion Active Travel Network Map	Show the existing and proposed active travel routes within Ceredigion.	The ATNM has been reviewed in the development of the MWRTP's Case for Change.
	Powys Active Travel Network Map	Show the existing and proposed active travel routes within Powys.	The ATNM has been reviewed in the development of the MWRTP's Case for Change.
	Ceredigion Highway Asset Management Plan 2019-2024	Show how highway assets will be managed and maintained.	The extent and availability of highways in Ceredigion has informed the MWRTP Case for Change.
	Powys Highway Asset Management Plan 2019	Show how highway assets will be managed and maintained.	The extent and availability of highways in Powys has informed the MWRTP Case for Change.
	Ceredigion Local Development Plan 2007-2022	Sets out the policies for the development and use of land in Ceredigion.	The policies have been reviewed to identify whether any policies or projects should be included within the MWRTP.
	Powys Local Development Plan 2011-2026	Sets out the policies for the development and use of land in Powys (except the Bannau Brycheiniog National Park).	The policies have been reviewed to identify whether any policies or projects should be included within the MWRTP.

1.5.3 A more in-depth overview of each of these regional and local plans, strategies and studies is provided in **Appendix 3**.

2 ENGAGEMENT

- 2.1.1 Stakeholder engagement has been crucial at all stages of the development of the MWRTP. Feedback from stakeholders has informed the development of the MWRTP's:
- Case for Change.
 - Vision and objectives.
 - Policies and high-level interventions; and will inform the
 - Projects and schemes within the RTDP.
- 2.1.2 An Engagement Plan is in place that provides details of the engagement activities that have been undertaken and are planned during the development of the MWRTP. The Engagement Plan is included as **Appendix 4** and sets out who will be engaged with, along with details of how, when, and why. It also provides details of what has been done with the feedback received. The Engagement Plan is a live document that will be updated as the project progresses.
- 2.1.3 In addition to the engagement identified in the Engagement Plan, the development of the Mid Wales RTP has also been informed by the results of previous engagement exercises undertaken across the region, such as the Powys and Ceredigion Well-being Assessments which included engagement with groups with protected characteristics.
- 2.1.4 **Table 2-1** provides a summary of the engagement activities that have been undertaken to date in developing the MWRTP and how feedback from stakeholders has been taken into account. **Table 2-1** shows that a range of organisations were represented at the stakeholder workshops, which has enabled a range of views to be heard in developing the MWRTP. This has ensured feedback from representatives from the transport sector, but also those representing the health sector, education, environment, business, freight, tourism, the third sector, neighbouring and cross-border local authorities.
- 2.1.5 A Consultation Report will be produced following the completion of the period of public engagement scheduled for Spring 2025, which will provide a more detailed record of all engagement activities undertaken and feedback received during the development of the MWRTP.

Table 2-1 - Summary of MWRTP Stakeholder Engagement Activities

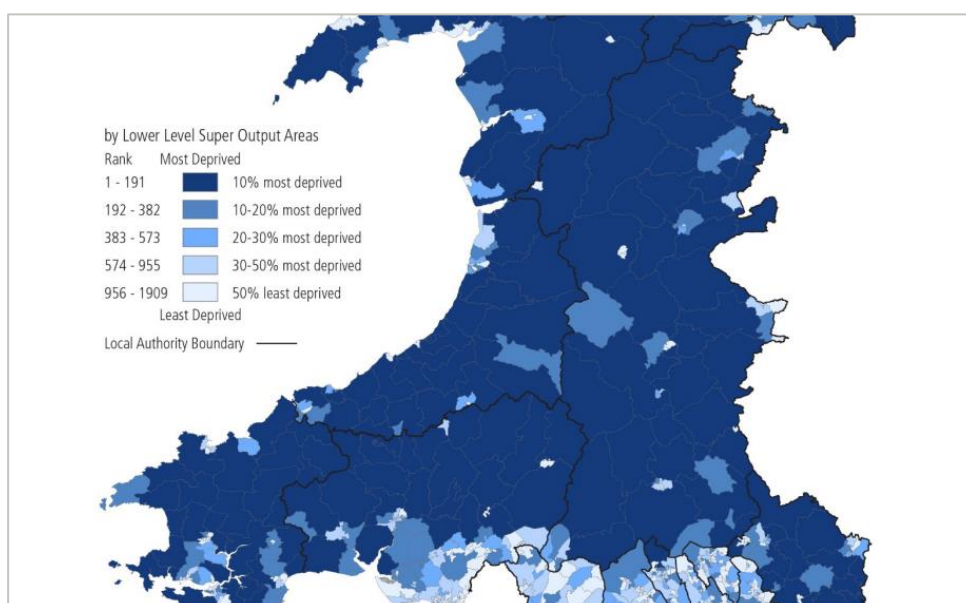
Engagement activities	Organisations represented	How feedback has informed the MWRTP
Two stakeholder workshops to inform development of MWRTP objectives and Case for Change (11.04.2024 and 25.04.2024). Welsh translation service available at both workshops.	Ceredigion CC and Powys CC (Elected Members and Officers); Welsh Government; TfW; Bannau Brycheiniog National Park Authority; Ceredigion Association of Voluntary Organisations (CAVO); Dyfed Powys Police; Heart of Wales Line; Mid Wales Manufacturing Group (MWMG); Network Rail; NPTC Group of Colleges; Sustrans Cymru;	<ul style="list-style-type: none"> • Stakeholders provided feedback on the issues, opportunities, and interdependencies relating to transport in the region; and draft MWRTP objectives. • Feedback has informed development of MWRTP objectives; the Case for Change; and the issues, opportunities

Engagement activities	Organisations represented	How feedback has informed the MWRTP
	University of Wales Trinity Saint David (UWTSD).	and interdependencies identified in the MWRTP.
Three MWRTP Working Group meetings (07.05.2024, 07.06.2024 and 18.07.2024).	Ceredigion CC and Powys CC Officers (including representatives from Highways, Transportation and Planning); Welsh Government; TfW. Elected Members attended the 07.06.2024 and 18.07.24 meetings to discuss the draft MWRTP objectives and policies.	<ul style="list-style-type: none"> Stakeholders provided feedback on the draft objectives; content of the MWRTP; and MWRTP projects. Feedback has informed development of objectives and the content of the MWRTP, e.g. the need to emphasise the Climate and Nature Emergency.
Two stakeholder workshops to inform development of MWRTP vision, objectives, policies, and projects (09.07.2024 and 10.07.2024). Welsh translation service available at both workshops.	Ceredigion CC and Powys CC (Elected Members and Officers); Welsh Government; TfW; Network Rail; Sustrans; Growing Mid Wales; Bannau Brycheiniog National Park; Eryri National Park; North and Mid Wales Trunk Road Agent (NMWTRA); Ceredigion Association of Voluntary Organisations (CAVO); Powys Association of Voluntary Organisations (PAVO); Hywel Dda Health Board; Welsh Ambulance Services NHS Trust; Visit Wales; Natural Resources Wales and Chair of Timber Transport Forum; Federation of Small Businesses; Midlands Connect; Rail Freight Group; Heart of Wales Line; Friends of the Heart of Wales Line Trail; Go Safe; Pembrokeshire County Council; Swansea Council; Telford and Wrekin Council.	<ul style="list-style-type: none"> Stakeholders provided feedback on the draft MWRTP vision and objectives; and MWRTP policies and projects. Feedback has informed development of the MWRTP vision and objectives; the MWRTP policies; and will inform the projects with the RTDP.
Two stakeholder workshops to inform the development of MWRTP policies and schemes in the RTDP (08.10.24 and 10.10.24)	Ceredigion CC and Powys CC; Welsh Government; TfW	<ul style="list-style-type: none"> Stakeholders provided feedback on the MWRTP policies and schemes within the RTDP. Feedback has informed the development of MWRTP policies and schemes.

3 ISSUES AND OPPORTUNITIES

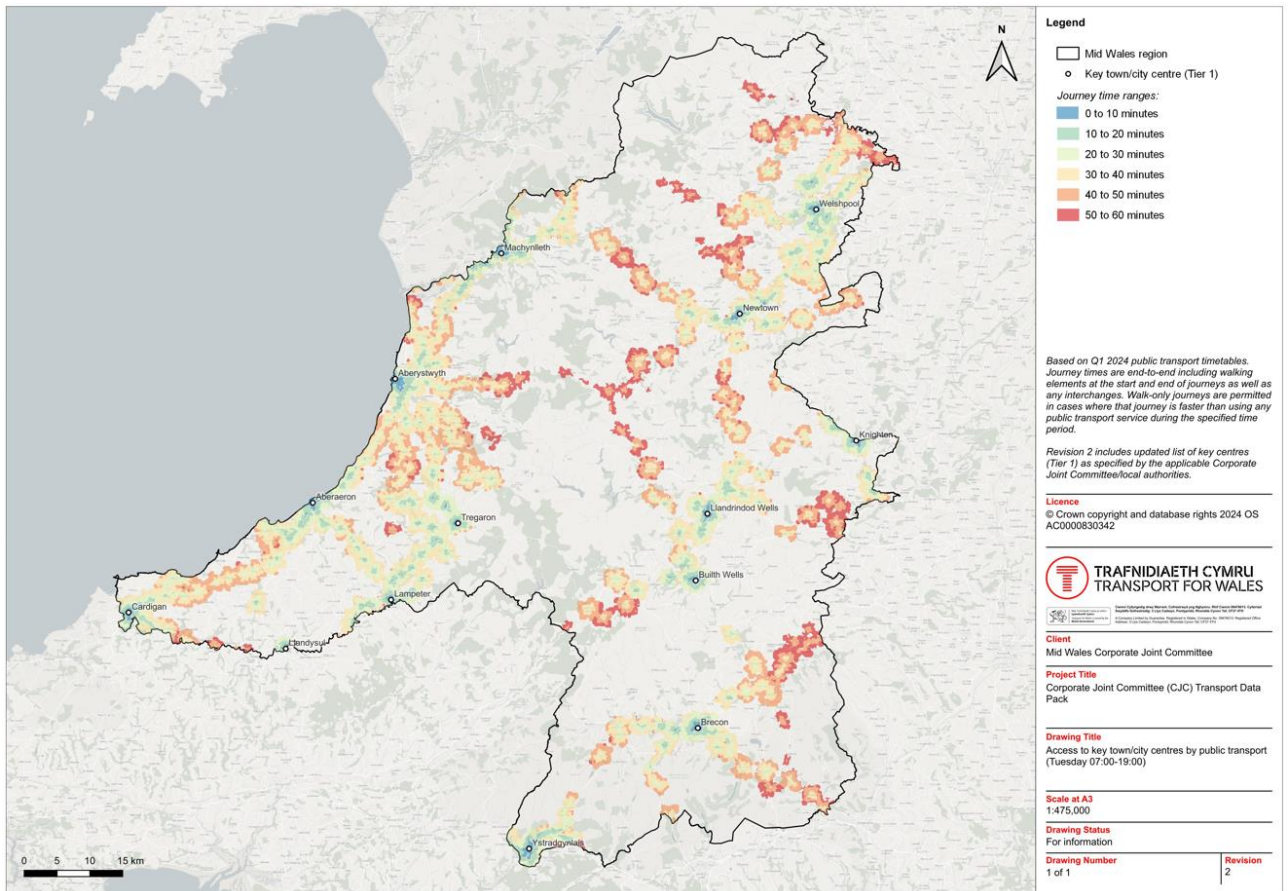
- 3.1.1 The first step in developing the MWRTP was to set out the Case for Change, which provides evidence for ‘why something needs to be done’. The Case for Change has drawn upon the WTS and key plans and strategies at a national, regional, and local level, as well as existing knowledge, to demonstrate the current transport situation and the key issues for transport and travel in the Mid Wales region.
- 3.1.2 A range of national and local data sources have informed the Case for Change. These include the Census 2021, Welsh Index of Multiple Deprivation (WIMD 2019), datasets provided by Transport for Wales (TfW) and the Wales Transport Strategy Monitoring Measures. Stakeholder engagement has also been invaluable to the development of the Case for Change.
- 3.1.3 The Case for Change is included as **Appendix 1**. The Case for Change recognises that rurality is the backdrop to many of the issues and challenges across the region, both in terms of travel and transport, but also in terms of wider social and economic issues, such as accessibility, deprivation, and social inclusion. The Welsh Index of Multiple Deprivation (WIMD) 2019 ranks all small areas (i.e. Lower-layer Super Output Areas or LSOAs) in Wales based on different measures of deprivation and highlights the impact of rurality on access to services. The ‘access to services’ measure of deprivation is based on the average travel times, by both public and private transport to a range of services including food shops, GP surgeries, primary and secondary schools, and sports facilities. It also considers digital connectivity of an area.
- 3.1.4 **Figure 3-1** shows the extent of the Mid Wales region that falls within the 10% most deprived category when considering access to services. The data reflects the rural nature of the region, dispersed settlement patterns, the need to travel longer distances to access key services, and the limited public transport options available. It shows that the challenge of rurality in Mid Wales has implications for accessing key services and amenities, which are often concentrated in the larger towns, and this leads to a greater dependence on travel by private car.

Figure 3-1 - Access to Services (WIMD 2019)



3.1.5 **Figure 3-2** demonstrates accessibility to key towns in Mid Wales in terms of journey time by public transport. The map is based on Quarter 1 2024 public transport timetables. It shows end-to-end journey times including walking elements at the start and end of journeys, as well as any interchanges. Walk-only journeys are permitted in cases where that journey is faster than using any public transport service during the specified time period. It shows that journeys into key towns from many smaller, rural settlements can take 50-60 minutes by public transport. This highlights that more rural communities have poor access by public transport to amenities and facilities within the key towns, which can have impacts in terms of access to healthcare, education, employment and leisure activities, and associated impacts on well-being.

Figure 3-2 - Access to Key Towns in Mid Wales by Public Transport



3.1.6 The key issues and opportunities identified within the Case for Change are summarised in Table 3-1.

Table 3-1 - Case for Change: Summary of Regional Challenges and Issues

Regional Challenges	Key Issues and Opportunities	Regional Evidence
Rurality	<ul style="list-style-type: none"> • Powys and Ceredigion are rural counties with low population densities, dispersed settlements and are heavily reliant on employment, services, and facilities within the larger towns in the region. • The key towns in Mid Wales are dispersed, with considerable distances separating the largest urban areas in Powys and Ceredigion. • The main towns in the region are important service centres for the surrounding communities and the ability of communities to access key services is important in protecting and enhancing the social, economic and cultural well-being of those who live in Mid Wales. • Modal shift for internal journeys within the main towns in the region is important to reduce road traffic and improve access within the towns. There is an opportunity to reduce car ownership through shared ownership, community car clubs or electric vehicles (EVs). • Some of the communities in the Mid Wales region can be described as 'deep rural'. • The region is characterised by an ageing population, along with rural depopulation and a net out-migration of young people which will present challenges in future transport provision. 	<ul style="list-style-type: none"> • Mid Wales is the least densely populated of the four regions in Wales, with around 30 people to each square km. • Mid Wales was the only region to experience a fall in population density between 2008 to 2018, at 1.2%¹⁴. • Between 2011 and 2021 the population of Ceredigion fell by 5.8%, which is the largest decrease of all local authorities in Wales. • Mid Wales has a high proportion of residents aged 65 and over, with Powys having the highest proportion of all local authorities in Wales (27.9%).¹⁵ • Powys and Ceredigion have greater decreases in the total number of people aged 15 to 64 and under 15 years than Wales as a whole. • The population of Mid Wales is predicted to decrease slightly to 202,673 by 2039.

¹⁴ Welsh Index of Multiple Deprivation – Stats Wales (2019)

¹⁵ [Age - Census Maps, ONS](#)

Regional Challenges	Key Issues and Opportunities	Regional Evidence
Economic Connectivity	<ul style="list-style-type: none"> Mid Wales has the longest border with England of any part of Wales and cross-border connectivity is important, particularly with Shropshire and Herefordshire in terms of accessing services. The region has strong economic and social connections particularly to the South and East into England via a number of key strategic corridors that people and supply chains rely on heavily, including significant commuting and freight links across into England and the Marches. All freight movements in Mid Wales (apart from the Aberystwyth to Chirk timber freight train service) are dependent on road freight transport, which is impacted by the single carriageway road network and challenges such as poor journey time reliability, long diversionary routes and few opportunities for passing points. Stakeholders highlighted the importance of last mile courier services and potential opportunities for decarbonisation, such as the use of e-cargo bikes or ultra-low emissions vehicles. 	<ul style="list-style-type: none"> Commuting data from the Annual Population Survey, shows that in 2023 there were 12,400 daily trips out of Mid Wales and 16,800 daily trips into the area.¹⁶ Of those commuters travelling out of the area, approximately 3,200 were to Carmarthenshire and 3,600 to the West Midlands. Of those commuters travelling into the area, approximately 4,000 were from South-East Wales, 2,400 from Carmarthenshire and 5,100 from the West Midlands.¹⁷ Transit movements (e.g. to and from South Wales and West Wales) make up 35% (930,000) of all annual HGV movements in Mid Wales.¹⁸ 48% of HGV movements in Mid Wales are over distances of less than 50km.
Car Dependency	<ul style="list-style-type: none"> The rural nature of the region, along with limited or non-existent public transport options has resulted in a high dependence on the private car for transport. 	<ul style="list-style-type: none"> Powys is the local authority with the highest percentage of households with 3 or more cars in Wales (15%), compared to 13.2% in Ceredigion and 10.7% across Wales as a whole.¹⁹

¹⁶ [Commuting patterns by Welsh local authority and measure \(gov.wales\)](https://gov.wales/commuting-patterns-welsh-local-authority-and-measure)

¹⁷ [Detailed commuting patterns in Wales by Welsh local authority \(gov.wales\)](https://gov.wales/detailed-commuting-patterns-wales-by-welsh-local-authority)

¹⁸ The Marches & Mid Wales Freight Strategy (2018)

¹⁹ Census 2021 data

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> Levels of car ownership are high which reflects the rural nature of the Mid Wales area, with car ownership seen as more of a necessity than other areas of Wales. Most households own two vehicles which are second hand and expensive to run. A lack of alternative sustainable travel options can lead to problems in accessing key services, such as employment and education opportunities, for those that do not have access to a car. The increasing use and popularity of EVs is an opportunity to reduce the negative impacts of private car travel in more rural areas. However, current levels of deprivation, lack of existing EV infrastructure and concerns over distance range limit desire to buy EVs. Alternative opportunities to reduce car ownership through shared ownership schemes or community car clubs. 	<ul style="list-style-type: none"> The Powys Well-being Assessment states that '<i>often households run two cars due to rural nature and limited public transport.</i>'²⁰ The percentage of households with no cars or vans is lower across Powys (13.1%) and Ceredigion (15.7%) than Wales as a whole (19.4%)²¹. These figures still represent a significant proportion of households that do not have access to private transport. Car travel is the dominant mode of travel to work, with 57.6% in Powys and 54.4% in Ceredigion, travelling to work as either a car driver or passenger. This is lower than the Wales average of 61%²²
Public Transport	<ul style="list-style-type: none"> Public transport options are limited due to the rural nature of the region, a dispersed settlement pattern, and the limited reach of the rail and bus network. This results in low levels of public transport use. 	<ul style="list-style-type: none"> The Ceredigion Well-being Assessment states that, '<i>Bus services are very limited across the county especially for the more rural areas. Buses that run throughout the day service the main towns, but these services travel mostly to and from the more urban areas.</i>'²³

²⁰ Well-being Assessment – Powys Public Service Board, March 2022, pp. 13

²¹ Census 2021 data

²² Census 2021 data

²³ Ceredigion Assessment of Local Well-being, Ceredigion Public Services Board, 2022

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> • Welsh Government have invested in the core TrwsCymru bus network across the region in the last 10 years with service improvements on key routes. However, the challenge is to design a financially sustainable and robust local bus network which both maintains quick and direct key links between main centres across the region and local services to isolated and dispersed rural settlements. • Across Mid Wales there is limited and infrequent public transport availability to many of the smaller, more rural communities. • Public funding cuts have further decreased the availability of bus services in rural areas. Public transport is not a statutory requirement for Local Authorities and therefore suffers as budget pressures increase. • Rail patronage in Mid Wales is affected by the availability, accessibility, frequency and affordability of services. • There is a lack of evening and weekend bus provision in many areas in Mid Wales, which leads to difficulties in accessing services, such as employment, education and cultural activities, and leads to a reliance on car travel. • The proportion of people in Mid Wales within walking distance (10 minute walk) to bus and rail services is significantly lower than other rural Wales areas. 	<ul style="list-style-type: none"> • In Mid Wales, less than 1% of people are within walking distance (10-minute walk) of a railway station.²⁴ • In 2023, 14.5% of people were within a 5-minute walk of a bus service, compared to 27.4% in rural Wales as a whole. • Between 2019 and 2023, the percentage within walking distance to bus services in Mid Wales decreased slightly by 0.8%, which could reflect reductions in service levels. • Only 9 of the 20 railway stations in Mid Wales are served by a bus stop that is within an acceptable walking distance. 11 stations do not have cycle parking facilities and 8 do not have car parking. Those that do have car parking, often have a limited number of spaces.

²⁴ [Key measure S3 | Transport for Wales \(tfw.wales\)](#)

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> Many railway stations lack the facilities to interchange between modes. On the Heart of Wales lines there are remote rural railway stations that have no facilities to change to other sustainable modes other than walking and cycling. Public transport journey times are often lengthy compared to car travel. 	
Walking and Cycling	<ul style="list-style-type: none"> The active travel network is relatively developed in larger settlements, and developing in other designated towns. Across Mid Wales, the active travel network is relatively limited, lacks density and connectivity, and is concentrated in and around the main towns, e.g. Aberystwyth, Newtown, Llandod, Presteigne, Knighton and Welshpool. This reflects the rural nature of the area and the focus of active travel on built-up areas. Only 11 of the 14 main towns in the region are included in the list of 'designated localities' as defined within the Active Travel Act Guidance, which are the focus of active travel funding.²⁵ The three localities, all located in Ceredigion, which are not included as 'designated localities' are Aberaeron, Llandysul and Tregaron but could be added by the Local Authorities. 	<ul style="list-style-type: none"> 43% of people in Mid Wales walk or cycle at least once a week as a means of transport, compared to 54% in South West Wales and 57% in South East Wales.²⁶ In 2019, 40% of journeys to rail stations in Mid Wales were made by sustainable modes, i.e. walking or by bus, with walking being the most common journey mode to a station (30.4%).²⁷ In Mid Wales, there was an increase in the percentage of people within walking distance of an active travel route between 2019 and 2023, from 20.6% to 29.2%.²⁸

²⁵ [Active Travel Act guidance \(gov.wales\)](#). NB. 'Designated localities' does not limit an authority's ability to develop network maps for other localities, where there is demand for active travel routes and a high potential for their use.

²⁶ 2022-23 National Survey for Wales – regional breakdown provided by the National Survey team via TfW

²⁷ [Key measure S5 | Transport for Wales \(tfw.wales\)](#)

²⁸ Data is based on the information included in the local authorities' Active Travel Network Maps (ATNMs) and could reflect the additional active travel route information included in the most recent ATNMs, rather than solely being due to an increase in the provision of active travel infrastructure.

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> The issue of connecting communities by walking, cycling and wheeling was raised during stakeholder engagement, and the need to not only focus on the main towns but to also consider links between communities was highlighted. The nature of the rural highway network, which often has a lack of footway provision and relatively high traffic speeds, means that there are limited options for walking, cycling and wheeling between rural communities. Stakeholder engagement highlighted the importance of pavements as '<i>an essential piece of transport infrastructure</i>' to enable people to walk around their communities. The growing popularity, effectiveness and reducing cost of electric bikes offers opportunities for increasing levels of cycling in rural areas, e.g. potentially through electric bike hire schemes. 	
Access to Services	<ul style="list-style-type: none"> Access to services is variable across Mid Wales due to the rural nature of the region, dispersed settlement patterns, the need to travel long distances to access key services and limited public transport options. Rural communities have fewer travel options for accessing services and amenities, which are often concentrated in the larger towns, and this leads to a greater dependence on travel by private car. 	<ul style="list-style-type: none"> Powys (50.6%)²⁹ and Ceredigion (50.0%)³⁰ are the local authorities with the highest proportion of small areas in the most deprived 10% in Wales in terms of access to services. The Beguildy LSOA in Powys is ranked the second most deprived in Wales in terms of access to services, demonstrating the relative deprivation in Mid Wales compared to Wales as a whole.

²⁹ [WIMD - Powys \(gov.wales\)](http://gov.wales/wimd)

³⁰ [WIMD - Ceredigion \(gov.wales\)](http://gov.wales/wimd)

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> Residents within Mid Wales are often required to travel out of the area to access key facilities, such as hospitals and education, and difficulties in accessing hospital appointments was an issue raised by stakeholders. Inequality of access can disproportionately affect certain groups such as younger and older people without access to private transport. People without access to a car may be excluded from accessing some employment, leisure, tourism and leisure opportunities. The impact of a lack of transport choices on social isolation and loneliness was highlighted during stakeholder engagement. 	<ul style="list-style-type: none"> Problems in accessing to healthcare were highlighted by the Powys Well-being Assessment which states <i>'there are large differences in distances to a district general hospital throughout Powys. Residents of Beguildy LSOA have the furthest to travel. It would take approximately 86 minutes to arrive at their nearest district general hospital.'</i>³¹ It can take 50-60 minutes to access a key town by public transport from more rural communities in Mid Wales on a weekday.³²
Tourism	<ul style="list-style-type: none"> Tourism plays an essential part in the economic well-being of Mid Wales, but the region captures a disproportionately small amount of tourism compared to Wales.³³ Tourism relies on good connectivity and accessibility for visitors and issues associated with transport links to and within Mid Wales may act as a barrier to increasing the growth of tourism. 	<ul style="list-style-type: none"> Mid Wales represents only 8% of visitor numbers and 14% of economic impact from tourism in Wales.³⁴ In 2020, 13.2% of employment in Mid Wales was within a tourism-related industry.³⁵ In 2019, only 16% of trips to visitor attractions in Wales were made by public transport and 6% by walking. The majority of

³¹ Well-being Assessment – Powys Public Service Board, March 2022, pp. 41

³² Transport for Wales data – Access to key town/ city centre by public transport (Tuesday 07:00 to 19:00)

³³ Mid Wales Regional Tourism Study and Action Plan (October 2022)

³⁴ Mid Wales Regional Tourism Study and Action Plan (October 2022)

³⁵ Wales Visitor Economy: 2021, Welsh Government, 28 April 2022

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> Travel patterns from tourism demonstrate a reliance on car travel and insufficient public transport limits its usage by visitors to the region. Tourism in Mid Wales is seasonal with most visitors travelling during the summer months, which puts seasonal pressures on the transport network. There are opportunities for public transport improvements in Mid Wales to benefit tourism/ For example tourist shuttle services that could potentially be replicated in the region, e.g. Sherpa'r Wyddfa service in the Eryri National Park and the Shropshire Hills Shuttle Bus. 	<p>journeys to visitor attractions were made by car (68%).³⁶ The remaining 10% of trips were made by taxi, organised coach tours and other modes of transport.</p>
Carbon Emissions	<ul style="list-style-type: none"> Transport has a significant impact on the environment, human health, nature and ecosystems through greenhouse gas emissions, loss of habitats, air, noise and light pollution. In Mid Wales, the uptake of ultra-low emissions vehicles will be important in working towards net zero and the potential of EVs, particularly in rural areas was highlighted by stakeholders. Despite the relatively high number of EV chargers compared to other regions of Wales the tendency in Mid Wales to opt for more affordable EV's (due to lower incomes) with a lower distance range 	<ul style="list-style-type: none"> Approximately 16% of greenhouse gas emissions in 2021 in Powys and Ceredigion came from transport.³⁸ Only 1% of vehicles in the region are purely electric. Ceredigion has 124 publicly available charging devices for EVs and Powys has 114.³⁹ Across Mid Wales there are 234 publicly available EV charging points. In terms of charging devices per 100,000 population, Ceredigion has 175.5 and Powys has 85.4. Of all LAs in Wales,

³⁶ [Subsidiary measure S6 | Transport for Wales \(tfw.wales\)](#)

³⁸ Powys: Local Area Energy Plan and Ceredigion: Local Area Energy Plan, 2024 - % includes local authority A roads and minor roads, but not trunk roads.

³⁹ [Key measure S10 | Transport for Wales \(tfw.wales\)](#)

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<p>means that a greater presence of charging infrastructure is required to support this.</p> <ul style="list-style-type: none"> Developing a comprehensive network of EV charging points will be essential to increasing the uptake of EVs. National targets for carbon reduction and modal shift will create opportunities and a greater impetus towards transport decarbonisation. Current levels of homeworking in Mid Wales exceed the Welsh Government target of 30%. Levels of digital connectivity and mobile phone coverage in Mid Wales currently lag significantly behind other parts of Wales and the UK.³⁷ There is an opportunity to reduce the need to travel although through the development of hubs/rural service centres. 	<p>Ceredigion has the highest number of chargers per 100,000 population.</p> <ul style="list-style-type: none"> 37.5% of the workforce in Mid Wales usually work remotely, which is higher than the Wales figure of 33.9%.⁴⁰ Only 53.6% of premises in Mid Wales have 4G services from all four operators compared to 73% in Wales.⁴¹
Resilience of the Transport Network	<ul style="list-style-type: none"> There are increased risks to the resilience of the transport network due to the impacts of climate change including flooding. Weather extremes can have a major effect on the region's transport infrastructure in terms of cancelled services and damage from flooding or landslips, and problems due to adverse weather are likely to worsen in the future. 	<ul style="list-style-type: none"> Within Mid Wales, Powys has a greater proportion of the local road network at risk of flooding than Ceredigion. The Ceredigion Well-being Assessment highlights that '<i>High quality road networks are key to enabling well-connected communities, they provide access to services, employment, training and recreation</i>'.⁴²

³⁷ A Vision for Growing Mid Wales – Strategic Economic Plan & Growth Deal Roadmap, May 2020, pp.15

⁴⁰ [Key measure M5 | Transport for Wales \(tfw.wales\)](#)

⁴¹ A Vision for Growing Mid Wales – Strategic Economic Plan & Growth Deal Roadmap, May 2020, pp.15

⁴² Ceredigion Assessment of Local Well-being, Ceredigion Public Services Board, 2022, pp. 120

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> Road closures, incidents or roadworks can have a significant impact due to the nature of the local road network (single lane carriageways, poor opportunities for passing points, and often very lengthy diversions). The local highway network is often the alternative route for many of the trunk roads in the region. Incidents or road closures on the SRN often results in the diversion of traffic onto local roads. This causes journey delays to public transport, freight, and tourism, which can have knock-on effect on the Mid Wales economy. The importance of ongoing maintenance of the highway asset, as well as improving the standard of the highway network was raised during stakeholder engagement. Such issues are also highlighted in the Local Authorities' Highway Asset Management Plans. 	<ul style="list-style-type: none"> The Powys Well-Being Assessment highlights that “<i>The rural nature of Powys, in particular the poor road network and sparse population, makes it a challenge to attract large scale investment and businesses. The rise in digital business may be beneficial to Powys.</i>”⁴³
Road Safety	<ul style="list-style-type: none"> Powys had the highest number of KSI (killed or seriously injured) road collisions in 2022 out of all the Wales local authorities.⁴⁴ The impact of road safety incidents on the strategic road network was raised during stakeholder engagement, in terms of road closures, diversion of traffic onto the local road network, single lane carriageways, poor opportunities for passing points and lengthy diversions. 	<ul style="list-style-type: none"> Fatal or serious collisions (adjusted) in 2022 for Ceredigion was 54 and 133 in Powys.⁴⁵ The percentage of A roads in poor condition in Mid Wales has increased between 2016-17 and 2018-19. Powys has seen an increase of 0.3% and Ceredigion has seen a slightly larger increase of 0.5%.

⁴³ Well-being Assessment – Powys Public Service Board, March 2022, pp. 107

⁴⁴ [Recorded road accidents by severity and area \(gov.wales\)](#)

⁴⁵ [ras0403.ods \(live.com\)](#)

Regional Challenges	Key Issues and Opportunities	Regional Evidence
	<ul style="list-style-type: none"> Actual and perceived safety of the rural highway network such as narrow roads and a lack of footways is likely influence travel choices in rural areas and be a limiting factor on levels of walking and cycling. Poor condition of the highway network can have an impact on safety. The importance of a well-maintained highway network from a road safety and resilience perspective was raised during stakeholder engagement. The road safety revenue grant will help to improve road safety for all users by providing education and training initiatives to high risk and vulnerable groups. 	<ul style="list-style-type: none"> Within Mid Wales, Ceredigion has a higher proportion of A roads in poor condition. Between 2018-19, 4.7% of the local authority A roads in Ceredigion were in poor condition.

4 VISION AND OBJECTIVES

4.1.1 The issues and opportunities identified in the Case for Change have directly informed the development of the MWRTP vision and objectives. These set out what the MWRTP aims to achieve, in order to address the issues identified, as well as the priorities and ambitions of the WTS. The vision and objectives have also been informed by stakeholder feedback received through engagement activities.

4.1.2 The long-term vision for the MWRTP⁴⁶ is for:

“An accessible, low-carbon, efficient, and well-connected rural transport system that supports sustainable economic growth, prosperous communities and a vibrant culture within the distinctive region of Mid Wales.”

4.1.3 The MWRTP’s outcome-focused objectives are:

- To improve **access for all** to employment, education, healthcare, and other key services, including access to areas of recreation (such as National Parks) and improved links between communities, which recognises the importance of accessibility to social inclusion and social connection.
- To enable, encourage and make it easy for people to **choose more sustainable transport and travel options**, through increased knowledge, confidence, choice, availability, attractiveness, and public engagement.
- To improve **strategic transport connectivity** within and beyond Mid Wales to support sustainable economic growth, freight, and tourism.
- To achieve a **modal shift** to more sustainable modes of transport.
- To increase **levels of walking, cycling, and wheeling** within Mid Wales.
- To reduce the **environmental impacts of transport**, such as through a reduction in the use of fossil fuels, an increase in the use of ultra-low emissions vehicles and improved digital connectivity.
- To improve **resilience, safety and make better use** of the existing transport system.
- To improve **interchange and integration** between sustainable modes of transport within communities.

⁴⁶ The term ‘accessible’ is defined in the WTS as ‘*transport services and infrastructure that meet the relevant policy and regulatory standards on equality, access, human rights and the Welsh language, recognising the social model of disability*’. In the MWRTP vision, the term accessible incorporates physical, social and economic accessibility, e.g. such as the affordability of transport services.

- 4.1.4 The MWRTP sets out how the WTS will be delivered at a regional level. It is therefore important that the MWRTP vision and objectives are closely aligned to the WTS to ensure the MWRTP meets the strategic priorities for transport in Wales. It is also important that the vision and objectives of the MWRTP are closely linked to the wider vision and well-being objectives of the Mid Wales CJC, as set out in the Mid Wales CJC Corporate Plan 2023-2028. An assessment of the links between the MWRTP objectives, the WTS priorities and ambitions, and the well-being objectives of the Mid Wales CJC are included as **Appendix 5**.

5 INTERDEPENDENCIES AND SCOPE OF THE MWRTP

- 5.1.1 The MWRTP only forms part of the picture for transport in Mid Wales and cannot be delivered in isolation. The success of the MWRTP is dependent not only on the delivery of MWRTP policies and projects, but on policies and projects being progressed by others, such as those in the NTDP and the other RTPs in Wales, the development of Local Development Plans and Strategic Development Plans and collaboration with other sectors such as health and education and funding applications.
- 5.1.2 Collaborative action with others will be crucial to progressing the MWRTP. This includes the need to work collaboratively and holistically to progress the three policy areas that are the responsibility of the Mid Wales CJC – transport, strategic planning and economic well-being, to progress the forthcoming Strategic Development Plan and to identify funding routes for the policies. More widely, the MWRTP policies identify the need to work collaboratively with a range of partners including:
- Welsh Government and TfW.
 - Public and private sector partners including those in education, health, tourism, leisure, key employers, public transport operators and the freight industry.
 - Local communities and community-based organisations.
 - The other CJCs in Wales and neighbouring local authorities within Wales and in England to progress cross-border priorities.
 - Use of existing partnerships, such as Growing Mid Wales Partnership to continue Wales-England cross-border engagement.
 - Third sector partners, e.g. Sustrans, community transport providers, community rail partnerships.
- 5.1.3 In line with the Welsh Government's RTP guidance, the RTDP list of projects only includes proposals for schemes that are within the local authorities' remit and does not include schemes relating to the rail network or SRN. However, due to the importance of such schemes to achieving the MWRTP vision and objectives, these wider proposals have been highlighted within the MWRTP as interdependencies and are considered crucial to the delivery of the WTS in the Mid Wales region. A holistic package of interventions will need to be delivered to achieve the MWRTP vision and objectives, including those on the Welsh Government's network which will involve both infrastructure and public transport service improvements.
- 5.1.4 The successful implementation of the WTS in the region and progress towards achieving the MWRTP objectives will only be possible if the MWRTP policies and projects are delivered alongside wider transport policies and projects that are the responsibility of Welsh Government, the UK Government and TfW. As such, although not in the MWRTP programme, the Mid Wales CJC see the following as crucial to achieving MWRTP objectives:
- Development and delivery of rail improvements in the Mid Wales region.
 - Development and delivery of regional bus service improvements (including future bus franchising).
 - Development and delivery of active travel improvements on the SRN.
 - Development and delivery of strategic road improvements.

5.1.5 The Mid Wales CJC therefore supports projects within Mid Wales to improve the rail network and the strategic road network, including active travel improvements along the network. This includes schemes identified in the NTDP five-year programme that are being progressed by the Welsh Government and partners at the national level. Specific ‘programmes, projects and interventions’ included within the NTDP that are located within Mid Wales are included in **Table 5-1**. This includes those programmes, projects and interventions that specifically make reference to a location within Mid Wales. **Table 5-1** does not include projects that are known to have been completed in the region such as the A487 new Dyfi Bridge.

Table 5-1 - Projects within the NTDP that are located within Mid Wales

NTDP Reference	NTDP Description and Timescales
Rail 1	Access for All programme of step free access, which includes Newtown in Mid Wales. NB. works to construct a new footbridge with lifts to provide a step-free, accessible route between platforms are due for completion in Summer 2024.
Rail 8	Introduction of additional rail services on the Heart of Wales line. ⁴⁷ This includes 1 train per day (tpd) and 2 tpd for part of the route (requires infrastructure works by Network Rail); Aberystwyth to Shrewsbury 4 tpd; and Machynlleth to Tywyn 2 tpd on Sundays. Heart of Wales line to offer 4 train per day (tpd) for the whole route and two morning short workings. The Aberystwyth to Shrewsbury line will gain one additional service between 2026-2029, and an additional 3 tpd will be introduced between May and September. In the winter, there will also be one additional service between 2026-2029. The increased number of carriages on the HofW line services to provide carrying capacity for bike cycles to improve the opportunities for both access to work and leisure.
Rail 10	Introduction of new Class 197 trains across North Wales, Cambrian and the Marches lines by 2025.
SBWW 7/ 8	TrawsCymru T5 and T6 Hydrogen Fuel Cell Bus Project – Outline business Case to Implementation.
SBWW 10	Swansea Aberystwyth Transport Link – Develop the case for change and option selection and outline design/ powers (runs beyond 5-year plan period). This has been developed to Full Business Case for a West Wales North to South Carmarthen-Aberystwyth-Bangor strategic coach link as an integral part of the rail service.
SRN 5	Trunk Road Active Travel Programme, including development of interventions, subject to funding. Projects within Mid Wales include A487 North of Aberystwyth Active Travel scheme (runs beyond 5-year plan period); A487 Cardigan, Penparc Active Travel scheme; A483 Llandrindod Active Travel scheme (runs beyond 5-year plan period).
SRN 6	Trunk Road Modal Shift Programme, including development of sustainable and strategically aligned interventions, subject to funding. Projects within Mid Wales include: A487 Fishguard

⁴⁷ There are proposed reductions of Heart of Wales Line services from December 2024 from five to four services per day and removal of the two late evening services to Llandoverly and Llandrindod.

NTDP Reference	NTDP Description and Timescales
	to Cardigan. Continue with WelTAG process aligned to tests set out in Welsh Government's response to the Roads Review (runs beyond 5-year plan period).
SRN 7	Trunk Road Safety and Resilience Programme, including development of interventions, subject to funding (and in line with the roads review panel's recommendations where relevant). A487 Dorglwyd Comins Coch; A40 Millbrook Farm, Brecon; A470 Caersws; A44 Llangurig to Aberystwyth (runs beyond 5-year plan period).
SRN 8	Cross-border scheme, i.e. A483 Pant to Llanymynech – Working with National Highways to see whether scheme proposals align to the tests set out in the Welsh Government's response to the Roads Review (runs beyond 5-year plan period, funded by others).

5.1.6 The Mid Wales CJC also supports Wales-wide projects identified at a national level (e.g. by Welsh Government and TfW) that may be delivered within or benefit Mid Wales such as forthcoming real-time information across the TrawsCymru network. These include:

- Actions set out in Bws Cymru and the NTDP such as the development of a network of rural/ community hubs to act as interchanges for rural/ Demand Responsive Transport/ community-based transport services and mainstream bus services, improved bus timetable and information and the development of the TrawsCymru service to offer a zero-emission service that provides better multi-modal integration.
- NTDP projects to improve and simplify integrated journey planning and ticketing by reviewing multi-modal fares and ticket products and developing new solutions that support a more seamless travel experience, launching a new TrawsCymru App and developing a Wales Bus Data Service providing real-time bus departure information across Wales.
- Roll-out of multi-operator and multi-modal integrated ticketing projects to the Mid Wales region by building upon pilot projects such as TfW's combined rail and TrawsCymru T1 ticket for journeys between South Wales and Aberystwyth, and the multi-operator 1bws ticket that is available across North Wales.
- Development of station improvement plans for the largest railway stations in the region.
- WTS mini-plan priorities for active travel such as encouraging all schools to have an active travel plan, introduction of pilot schemes to make use of e-bikes and e-cargo bikes an affordable option for more individuals and businesses.
- Delivery of NTDP behavioural change programmes such as a behaviour change campaign for active travel and establishing a travel plan support programme.
- Delivery of NTDP electric vehicle charging interventions such as tourism and destination charging, roll-out of EV charging points at public sector sites and delivery of sites for rapid charging on strategic road network.
- WTS mini-plan priorities relating to ultra-low emission vehicles such as ensuring the required infrastructure is in place to support the transition to zero-emission taxis.
- Development and delivery of a scalable electric car club model that is to be established in Mid Wales.

- WTS mini-plan priorities relating to the maintenance, safety and resilience of the road and rail network including investing in schemes to upgrade, improve and future-proof the road network, working with Natural Resources Wales to manage the impact of climate change on road infrastructure by improving surface water drainage and managing flood risks and improving the resilience of rail infrastructure to flooding and extreme weather.
- Investigating opportunities for improved interchange between cycling and public transport by implementing cycle carriages on the Heart of Wales line and bike carriers on buses.

5.1.7 Stakeholder engagement has provided a snapshot of the types of projects that could be delivered by other sectors that would have a positive impact in working towards RTP objectives. Examples of such projects are included in **Table 5.2**.

Table 5-2 – Examples of interventions that will be reliant on collaborative working

Examples of key partners	Example of intervention/ collaborative working
Key employers	Encourage continued homeworking in the region to ensure Welsh Government's 30% target for homeworking continues to be exceeded in Mid Wales.
Private sector	Improve digital connectivity across the region to improve digital access and online services, with a focus on areas with poor mobile and broadband connections.
Local communities/ community organisations	Investigate the potential of community-led training and support initiatives to increase confidence and provide 'travel training' in the use of sustainable and public transport such as the 'bus buddies' project in Pembrokeshire. The Joy of the Journey in South West Wales also builds confidence in rail travel.
Schools	Encourage and support sustainable travel for children, parents, and staff through the development of school and active travel plans.
Tourism and leisure (including Community Rail Partnerships)	Promote and increase awareness of sustainable travel options and maximise opportunities for linking sustainable travel with tourism and visitor activities and experiences by locating EV charging at destinations, providing incentives for sustainable travel, capitalising on the increasing popularity of recreational cycling, using the WindowSeater initiative on the Cambrian railway line to encourage sustainable travel to access visitor attractions, publicising the Lonely Planet designation of the Heart of Wales Line as one of the best rail journeys in Europe.
Freight	Progress road haulage decarbonisation opportunities, technologies and innovations, such as those identified in the Road Haulage Decarbonisation Overview Report (2022).

6 MWRTP POLICIES

- 6.1.1 This section sets out the MWRTP policies that will enable the Mid Wales region to work towards achieving the MWRTP objectives and long-term vision. The policies have been developed in line with the Welsh Government's RTP Guidance and aim to:
- Achieve the vision and objectives of the MWRTP.
 - Set the framework for the projects and programmes in the forthcoming RTDP.
 - Support the vision and ambitions of the WTS, with an emphasis on the three short-term priorities.
 - Support the mini-plans and cross-cutting pathways within the WTS.
- 6.1.2 **Table 6-1 to Table 6-9** sets out how each MWRTP policy links to key issues and opportunities and the potential interventions associated with each policy. The policies have been developed through a review of existing plans and strategies at a national, regional and local level and through feedback received from stakeholder engagement activities in the development of the MWRTP. Two stakeholder workshops were held to specifically discuss the development of policies and projects, and the feedback received was invaluable to the development of the MWRTP.
- 6.1.3 An assessment has been undertaken to identify the linkages between the MWRTP policies and the well-being ambitions of Llwybr Newydd - Wales Transport Strategy (2021). This is included within the accompanying Integrated Well-Being Appraisal (IWBA).
- 6.1.4 The policies focus upon the key aspects that the MWRTP wants to progress to achieve its objectives and to ensure the WTS is implemented at the regional level. It should be noted that each policy is likely to contribute to more than one MWRTP objective, but the following tables link the policies with the objective on which it is considered to have the biggest impact.
- 6.1.5 Some of the MWRTP policies will need to be progressed through collaborative work with others. The Mid Wales CJC will play an important role in progressing such collaborative policies and in ensuring the transport needs of Mid Wales are fully recognised in the development of wider policies and projects.
- 6.1.6 It should be noted that the MWRTP policies identified below are dependent on funding, and the deliverability of the policies within the lifetime of the Plan will be dependent on the level of funding available. For example, some policies and projects are reliant on capital funding (e.g. schemes where new infrastructure is being built) whereas others are reliant on revenue investment (e.g. schemes that involve maintenance of the existing highway network or those that require staff resourcing to progress).

6.2 LAND USE PLANNING POLICIES

- 6.2.1 Future development plans and policies are important to the overall success of the MWRTP and the RTDP, such as through influencing where development takes place to maximise proximity to public transport and to reduce the need to travel.
- 6.2.2 Land use planning and economic regeneration representatives have been fully involved throughout the development of the MWRTP through stakeholder workshops and working group meetings. This engagement has ensured consistent close collaboration in the development of policies and projects

and ensures links between the MWRTP and development planning has been considered at all stages.

Table 6-1 - Land Use Planning Policies

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
LUP1	Ensure RTP policies and projects that have planning implications are included within the development of Local Development Plans and the Strategic Development Plan, e.g. proposals for mobility hubs at key bus and rail stations alongside wider opportunities for service provision.	N/A	N/A
LUP2	Ensure decisions made in relation to land use planning, the existing and proposed LDPs and the forthcoming Strategic Development Plan reflect the objectives of the RTP, e.g. in terms of modal shift and sustainable travel, but also reducing the need to travel and ensuring new developments are accessible by sustainable transport.	N/A	Walking, cycling and wheeling links Public transport improvements
LUP3	Ensure all new developments, including new school and health facilities, design for walking and cycling from the outset and contribute to the delivery of ATNMs.	The rural nature of the region, along with limited public transport availability, means that access to services, including education and health, is limited and disproportionately affects certain groups.	Walking, cycling and wheeling links
LUP4	Seek to improve the quality of place, conserving and enhancing the natural, built and historic environment, (e.g. through the principles of the Placemaking Wales Charter) and support any wider town centre regeneration plans, when developing transport projects.	N/A	N/A
LUP5	Support wider land use planning and economic development policies that have a positive impact on reducing the need to travel, e.g. ensuring new services are located close to where people live; potential for easy-to-access mobility hubs to incorporate local services, small business centres and co-working spaces.	N/A	N/A

6.3 ACCESSIBILITY POLICIES

- 6.3.1 The MWRTP accessibility objective is *‘to improve **access for all** to employment, education, healthcare, and other key services, including access to areas of recreation (such as National Parks) and improved links between communities, which recognises the importance of accessibility to social inclusion and social connection.’* **Table 6-2** sets out the MWRTP policies that support the accessibility objective.
- 6.3.2 Most of the policies in **Table 6-2** cut across all transport modes, as it is through multi-modal and inter-connected improvements to transport that the greatest benefits to accessibility for all users will be achieved. A key feature of the accessibility policies is the importance of collaborative action with other sectors and service providers to ensure the development and delivery of transport improvements are fit for purpose in terms of the end user.
- 6.3.3 Policies to enhance community transport and demand responsive transport provision are included in **Table 6-2** as these have a key role in improving access, particularly in more rural areas that may not be served by conventional public transport services.

Table 6-2 - Accessibility Policies*

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
Acc1	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; increased availability of mobile services to rural areas; incentives for workplace car sharing; e-bike loans.	A lack of sustainable travel options can lead to problems in accessing key services, such as employment and education opportunities, for those that do not have access to a car.	Bus service improvements Walking and cycling links Travel planning Car clubs
Acc2	Improve accessibility and connectivity between rural communities and services in the nearest town/ service centre (including key services outside the region) with a focus on sustainable transport modes, i.e. hub and spoke approach to sustainable transport provision.	The main towns in the region are important service centres for the surrounding communities and the ability of communities to access key services is important in protecting and enhancing the social, economic and cultural well-being of those who live in Mid Wales.	Bus service improvements Walking and cycling links
Acc3	Work with partners in the health sector to improve access to key services by sustainable transport (included cross-border services) and ensure accessibility is planned as part of service delivery, e.g. improved signposting/ advice about transport options that are available to health appointments; investigate options for expanding existing transport provision such as the Non-Emergency Patient	Residents within Mid Wales are often required to travel out of the area to access key facilities, such as hospitals and education, and difficulties in accessing hospital appointments was an issue raised by stakeholders.	Non-Emergency Patient Transport Community Car schemes

	Transport Service (NEPTS) and Community Car schemes in Powys that provide transport to health appointments.		
Acc4	Improve access to areas of recreation (including National Parks) by sustainable transport, e.g. investigate potential for expansion of existing services such as the demand responsive transport service that runs 3 days a week between Llandrindod and the Elan Valley.	Tourism relies on good connectivity and accessibility for visitors and issues associated with transport links to and within Mid Wales may act as a barrier to increasing the growth of tourism.	DRT services Bus service improvements Walking and cycling links
Acc5	Develop and implement digital 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.	Public transport options are limited or non-existent due to the rural nature of the region, a dispersed settlement pattern, and the limited reach of the rail and bus network. This results in low levels of public transport use.	DRT services
Acc6	Support, develop, and expand community transport services in rural areas that meet local needs, e.g. build upon existing community-based services such as Dolen Teifi in Ceredigion and Community Car and Dial a Ride schemes in Powys; work with the Community Transport Association and operators to undertake an audit to identify priorities for further investment and development.	Across Mid Wales there is limited public transport availability to many smaller communities, with a discrepancy between bus connections to the main towns in Mid Wales and to smaller, less populous towns and settlements. There are community transport services operating in the region that provide essential transport for those unable to access public transport services.	Community transport services

*The accessibility objective is closely linked to other RTP policies relating to public transport (**Table 6-4** and **Table 6-9**) and walking and cycling accessibility (**Table 6-6**).

6.4 BEHAVIOUR CHANGE POLICIES

- 6.4.1 The MWRTP behaviour change objective is *'to enable, encourage and make it easy for people to choose more sustainable transport and travel options, through increased knowledge, confidence, choice, availability, attractiveness, and public engagement'*. **Table 6-3** sets out the MWRTP policies that support the behaviour change objective.
- 6.4.2 Behaviour change policies which aim to enable and encourage people to use low-carbon, sustainable transport more often will be important in ensuring wider improvements to the transport system have the desired effect in terms of increasing use of sustainable modes. Collaborative action with a range of partners will be key to developing and delivering initiatives that target a variety of transport modes, journeys and audiences.
- 6.4.3 One size does not fit all in terms of encouraging behaviour change and community involvement and local knowledge in the development and delivery of initiatives will be particularly important. Also important will be the need to ensure initiatives recognise the distinctive challenges faced by rural communities in making the switch to sustainable transport and that the positive impacts of small

changes in travel choices are recognised and rewarded. Funding will be an important factor in such initiatives, to ensure projects are sustainable and are able to be delivered on an ongoing basis.

Table 6-3 - Behaviour Change Policies

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
Beh1	Continue delivery of road safety education initiatives, e.g. develop educational campaigns on improving safety on rural roads; support for cycle training and scooter training; school road safety initiatives.	Powys had the highest number of KSI (killed or seriously injured) road collisions in 2022 out of all the Wales local authorities. Road safety incidents cause road closures and diversion of traffic on the local road network.	Cycle training Road safety campaigns
Beh2	Ensure the delivery of MWRTP policies and RTDP projects that improve sustainable transport services and infrastructure are accompanied by publicity, promotion and softer behaviour change measures that are specific to the rural characteristics of the region, e.g. promotional campaigns, awareness raising, training initiatives.	N/A	Travel planning Sustainable transport campaigns Sustainable transport training
Beh3	Ensure community engagement is at the forefront of the development and design of new transport services, initiatives, and schemes.	N/A	N/A
Beh4	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.	Rural communities have fewer travel options for accessing key areas, such as employment. Due to the rural nature of the region, bus services have limited reach with the majority of people living further than walking distance from a bus stop. Services also often lack evening and weekend provision The active travel infrastructure reflects the rural nature of the region as the active travel network is concentrated around the main towns. Outside of these areas, there is a notable lack of suitable infrastructure for walking, wheeling or cycling	Travel planning Car sharing initiatives/campaigns
Beh5	Investigate the potential for a pilot behaviour change project in the region. An example could be the potential of a one-stop-shop demonstrator project for	The active travel network in Mid Wales is limited and lacks density and connectivity. The rural nature of the highway	Walking, cycling and wheeling

	walking and cycling, e.g. Momentwm project in Newport brings together cycle training, bike maintenance sessions, employer engagement and bike storage.	network also means there is a lack of footway provision in many parts and relatively high traffic speeds.	
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6.5 STRATEGIC CONNECTIVITY POLICIES

- 6.5.1 The MWRTP objective is *'to improve **strategic transport connectivity** within and beyond Mid Wales to support sustainable economic growth, freight, and tourism.'* **Table 6-4** sets out the MWRTP policies that support the strategic connectivity objective. The policies focus on the need for improvements to the rail network and the strategic road network to improve strategic transport connectivity within, to and from Mid Wales. The importance of connectivity within Wales and cross-boundary connectivity into England is also highlighted.
- 6.5.2 The need for the MWRTP to have a focus on freight and the movement of goods is highlighted by the strategic connectivity policies and this was emphasised during stakeholder engagement. Stakeholders highlighted the challenges and opportunities offered by both large freight and small parcel freight in efforts towards decarbonisation and modal shift.
- 6.5.3 The policies also consider connectivity to tourist and visitor attractions in the region and potential opportunities for increasing sustainable travel options for those visiting Mid Wales. Such improvements would not only benefit visitors, but also local communities through improving access to leisure and recreation, as well as potential employment opportunities within the tourism sector.

Table 6-4 - Strategic Connectivity Policies

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
Conn1	Support TfW and partners to develop the business case for investment in the rail network in the region, e.g. rail service improvements such as improved frequency, quality, reliability, comfort, and affordability of rail services.	Rail provision in Mid Wales is limited in terms of the reach of the network and the frequency of services. Factors affecting rail patronage in Mid Wales, include the availability of services, accessibility, reach in a rural area, and affordability. Rail patronage is also impacted by line closures due to engineering works, along with services that do not meet the needs of the communities they serve.	Rail improvements (NWR and TfW)
Conn2	Work with TfW to secure investment and development funding for the Cambrian Main Line, as identified on the Wales Rail Board pipeline of schemes (Tranche 2), e.g. to reduce journey times, increase frequencies, improve reliability.	The rail lines in Mid Wales have a low service frequency, slow line speeds, and there are limited direct services to major UK cities with the only regular service being the two-hourly service from Aberystwyth to Birmingham International along the Cambrian Line, with additional station stops in the key Mid Wales towns of	Rail improvements (NWR and TfW)

		Welshpool, Newtown and Machynlleth.	
Conn3	Continue to support proposals for strategic rail corridor improvements that improve connectivity within and to Mid Wales, e.g. line speed enhancements on the Cambrian Line; full hourly service on the Cambrian Line to Birmingham International; fifth daily service on Heart of Wales Line; extension of the Heart of Wales Line and selected Cambrian Main Line services to Crewe for connectivity to HS2/ Manchester Airport; and support Ceredigion County Council's Corporate Strategy 2022-27 commitment to 'advocate strongly for a rail link between Aberystwyth and Carmarthen'.	Rail patronage in Mid Wales is affected by the availability, accessibility and frequency of services.	Rail improvements (NWR and TfW)
Conn4	Work with TfW to further improve strategic TrawsCymru services on key strategic routes across Mid Wales to complement improvements to the rail network.	Due to the rural nature of the region, bus services have limited reach with the majority of people living further than walking distance from a bus stop. Services also often lack evening and weekend provision. Many railway stations in Mid Wales lack the facilities to interchange between modes of transport.	Bus service improvements
Conn5	Improve the county road network to benefit strategic connectivity by sustainable modes.	The rural highway network often has a lack of footway provision and relatively high traffic speeds, meaning there are limited options for walking, cycling and wheeling for strategic connections.	Highway infrastructure improvements Walking, cycling and wheeling links Bus infrastructure improvements
Conn6	Support continued cross-border engagement with the other CJCs and neighbouring LAs in Wales and England to promote collaborative approaches and ensure schemes that will improve strategic, cross-border connectivity are progressed, e.g. A458/A483, A5, and M54/M6 Toll; progress recommendations within the Mid Wales and Shropshire Cross-Border Study.	People and supply chains are often reliant on strategic connections to other regions of Wales and into England, particularly Shropshire and Herefordshire.	N/A

Conn7	Work with the Marches LAs to take forward the recommendations of the Marches and Mid Wales Freight Strategy, e.g. interventions relating to highways maintenance and management (e.g. development of a Freight Route Network, signage, review of HGV parking provision); highways enhancements; planning and regulation; rail freight; dissemination and liaison; communications campaigns and signage for drivers of slow-moving vehicles.	Most freight movements in Mid Wales are dependent on road freight transport, demonstrating the importance of the road network in freight.	Highway maintenance improvements
Conn8	Support TfW and NWR to investigate rail freight opportunities, such as those recommended in the Marches and Mid Wales Freight Strategy, e.g. undertake a feasibility study for a 'supermarket train'; identify the infrastructure needed to enable a modal shift to rail freight.	Freight is dependent on the road network which faces challenges such as poor journey time reliability, long diversionary routes and few opportunities for passing points. This shows the need to find alternative opportunities for freight movements.	Freight infrastructure improvements
Conn9	Support freight interventions on the strategic road network, e.g. ensure future infrastructure developments include provision for freight and logistics requirements, such as parking facilities, access to welfare facilities, EV charging. This will align to the Marches and Mid Wales Freight Strategy.	Most freight movements in Mid Wales are dependent on road freight transport, demonstrating the importance of the road network in freight.	Freight infrastructure improvements
Conn10	Work with partners to improve the sustainability and viability of small parcel freight and last-mile delivery services and investigate opportunities for decarbonisation and consolidation, e.g. potential for establishing a mini-terminal for supermarket deliveries; opportunities offered by e-cargo bikes or ultra-low emissions vehicles for deliveries into town centres. This will align to the Marches and Mid Wales Freight Strategy.	Many retail centres in Mid Wales are located too far away. There is therefore a need to improve the viability of small parcel freight and last-mile delivery services.	Electric bike infrastructure Freight infrastructure improvements
Conn11	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.	Tourism relies on good connectivity and accessibility, however issues such as poor connectivity and availability may limit the cultural and economic benefits from tourism.	Walking, cycling and wheeling infrastructure Bus service improvements

Conn12	Develop the business case for seasonal and tourist bus services to key destinations to support the visitor economy, e.g. park and ride to tourist hotspots such as New Quay; build upon the example of the Sherpa'r Wyddfa service in the Eryri National Park, or the seasonal Shropshire Hills Shuttle Bus (which has a target number of passengers a day to make the service sustainable), and investigate whether these could be replicated in the Bannau Brycheiniog National Park or Cambrian Mountains.	Travel to key tourism destinations in Mid Wales by public transport is limited, forcing a reliance on car travel.	Designated bus services
Conn13	Work in partnership with the Canals and Rivers Trust to develop canals in the region including Montgomery Canal and the Monmouthshire and Brecon Canal.	N/A	Walking, cycling and wheeling infrastructure Canal path accessibility improvements

6.6 MODAL SHIFT POLICIES

- 6.6.1 The MWRTP modal shift objective is *'to achieve a **modal shift** to more sustainable modes of transport, while recognising the challenges of a rural region with high car dependency'*. This objective cuts across all areas of the MWRTP as many other objectives and policies will ultimately aim to have a positive impact on modal shift.
- 6.6.2 **Table 6-5** sets out the MWRTP policies that support the modal shift objective. The policies in **Table 6-5** recognise that a holistic, coordinated and collaborative approach is needed to encourage a significant modal shift to more sustainable modes of transport. The MWRTP policies cannot be delivered in isolation and other sectors such as land use planning will play an important role in shaping the future of transport and travel in the region.
- 6.6.3 In terms of modal policies, **Table 6-5** focuses on the need for an improved bus network. The policies emphasise the need to increase the attractiveness of public transport to users through increased frequencies, better timing of services and ease of use, which was a key theme raised during stakeholder engagement. However, the 'bus' policies are only part of the overall picture for modal shift and should be considered holistically alongside other MWRTP modal policies, as well as those that encourage a change in behaviour towards the use of more sustainable modes.

Table 6-5 - Modal Shift Policies**

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
Mod1	Work to achieve a modal shift in the region through a range of sustainable travel options and multi-modal solutions that work together to deliver a coordinated and comprehensive transport network.	Many railway stations in Mid Wales lack the facilities to interchange between modes of transport. There are opportunities to create a cohesive multi-modal	Walking, cycling and wheeling Public transport Interchange improvements

		transport network by coordinating services and infrastructure.	
Mod2	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. A revised bus network is being jointly developed by the local authorities and TfW which will act as the bridge leading to the proposed introduction of bus franchising when new legislation is passed.	Due to the rural nature of the region, bus services have limited reach with the majority of people living further than walking distance from a bus stop. Services also often lack evening and weekend provision.	Bus service improvements
Mod3	Develop a bus network that links up communities with key services and towns; introduces consistent standards for the core bus network; introduces more direct services, extended hours of operation and higher frequency of services; considers potential service improvements identified in the Mid Wales and Shropshire Cross-Border Study (2020) such as an improved bus 'shuttle' service between Welshpool and Newtown; ensures future bus network and timetabling proposals result in better coordination and interchange opportunities between bus services (both local and regional services), between bus and rail services, and to places and times of work.	Due to the rural nature of the region, bus services have limited reach to the more rural, smaller communities and the majority of people across the region live further than walking distance from a bus stop. Services also often lack evening and weekend provision.	Bus service improvements
Mod4	Identify and implement proposals for bus infrastructure improvements and bus priority measures, in line with the LAs' forward funding programme when available.	Due to the rural nature of the region, bus services have limited reach with the majority of people living further than walking distance from a bus stop. Many railway stations in Mid Wales lack the facilities to interchange between modes of transport, including bus stop infrastructure	Bus infrastructure improvements Bus service improvements

The modal shift objective is closely linked to many other MWRTP policies, such as those relating to walking and cycling (Table 6-6**), rail (**Table 6-4**) and integration (**Table 6-9**).

6.7 WALKING, CYCLING AND WHEELING POLICIES

- 6.7.1 The MWRTP objective is '*to increase levels of walking, cycling and wheeling within Mid Wales*'. **Table 6-6** sets out the MWRTP policies that support the walking, cycling and wheeling objective. The policies recognise that active travel infrastructure improvements are important within the key towns in the region but also that many potential improvements to walking and cycling connectivity lie

outside the built-up areas that are currently the focus for active travel funding. The policies highlight the importance of developing these wider connections to improve links between rural communities and the larger towns in the region and that opportunities offered by electric bikes will increase the potential of such links.

6.7.2 The policies highlight the importance of working with others to progress walking and cycling priorities, due to the wide-ranging benefits of increased levels of walking and cycling to other policy areas such as health, well-being and carbon reduction. Such collaborative working also has the potential to identify alternative funding streams for walking and cycling improvements and initiatives such as funding through the National Lottery, tourism, private or public sector.

6.7.3 The walking, cycling and wheeling policies detailed in **Table 6-6** have close links to the behaviour change policies in **Table 6-3**.

Table 6-6 – Walking, Cycling and Wheeling Policies***

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
WCW1	Deliver new and improved active travel infrastructure, links and supporting facilities (e.g. cycle storage, wayfinding) within and to designated localities in the region via the CJC LAs' ATNMs.	The active travel network is concentrated around the main towns. Outside of these areas, there is a notable lack of suitable infrastructure for walking, wheeling or cycling.	Walking, cycling and wheeling links and improvements
WCW2	Identify and progress opportunities for improved walking and cycling routes connecting rural communities and to services and facilities in their nearest town (that may sit outside the definition of active travel routes), e.g. aim to create hub-and-spoke corridors connecting market towns and other significant local centres to surrounding villages; opportunities to repurpose rural lanes; improved footway provision between communities; opportunities to develop strategic connections and National Cycle Network links.	The active travel network is concentrated around the main towns and lacks connectivity between communities.	Walking, cycling and wheeling links
WCW3	Deliver improvements that recognise the importance of footways to encouraging walking within communities, e.g. identifying opportunities for improvements through highway maintenance schemes; widening footways around schools.	The rural highway network does not owe itself to use by pedestrians and cyclists due to the lack of footway provision and high traffic speeds creating safety concerns.	Walking, cycling and wheeling improvements
WCW4	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	Electric bikes are an opportune mode of travelling sustainably in Mid Wales due to the ability to cover greater distances, which would help to reduce barriers to cycling such as longer distances	Electric bike infrastructure

	<p>communities. This includes the potential for providing e-bike charging stations; community-based e-bike schemes; projects for making e-bikes and e-cargo bikes more accessible, e.g. community cycle hire scheme; bike sharing; loan schemes to access education or employment; build upon Welsh Government's E-move pilot project that operated in Aberystwyth and Newtown.</p>	<p>between origin and destination. The reducing cost of electric bikes also makes them increasingly accessible by more people.</p>	
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***Behaviour change projects linked to walking and cycling are included within **Table 6-6**.

6.8 ENVIRONMENTAL POLICIES

- 6.8.1 The MWRTP environmental objective is 'to reduce the **environmental impacts of transport**, such as through a reduction in the use of fossil fuels, an increase in the use of ultra-low emissions vehicles and improved digital connectivity.' **Table 6-7** sets out the MWRTP policies that support the environmental objective.
- 6.8.2 The policies recognise the links between travel and transport and the climate and nature emergency, such as the role of transport in reducing carbon emissions and protecting and enhancing the natural environment. Decarbonisation of transport at the regional level will play an important part in working towards carbon reduction targets at the national level.
- 6.8.3 The policies recognise the growing role of zero and ultra-low emissions vehicles in decarbonising transport and the need for both infrastructure and innovation to support this growth. The policies also recognise that alternatives to private car ownership, such as car clubs have the potential to provide more sustainable transport opportunities. Such options are particularly important in more rural communities where the barriers to moving away from car travel may be greater. The environmental policies also highlight the importance of reducing the need to travel which has carbon reduction benefits due to fewer and shorter journeys being undertaken.
- 6.8.4 Collaborative action will be key to the success of many of the environmental policies. For example, the widespread provision of EV charging infrastructure will require input and delivery from partners at the national level, community-based organisations at the local level, and the private sector. Policies that aim to reduce the need to travel cannot be delivered through transport alone but will require wider action from the public sector (e.g. land use planning policies, broadband rollout to rural areas) and employers (e.g. homeworking policies).

Table 6-7 - Environmental Policies

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
Env1	<p>Ensure that impacts on climate and nature are at the forefront of all decisions being made in relation to transport in the region.</p>	<p>Transport makes up a significant proportion of all greenhouse gas emissions, contributing towards global warming and climate change. Emissions from transport also adversely affect human health and ecosystems.</p>	<p>Decarbonisation schemes</p>

Env2	Support and be informed by the work of partners to ensure regional transport effectively responds to the climate and nature emergency, e.g. Powys PSB's ongoing climate emergency work; NTDP project to develop and deliver a Nature Recovery Action Plan for the strategic road network.	Transport makes up a significant proportion of all greenhouse gas emissions, contributing towards global warming and climate change. Emissions from transport also adversely affect human health and ecosystems.	Decarbonisation schemes
Env3	Support delivery of transport actions within the Powys and Ceredigion Local Area Energy Plans, e.g. identify further locations for EV charging infrastructure best suited for public investment (such as where there are barriers to private sector provision); install public and residential charging hubs for electric vehicles (with the A438 in Powys and Cardigan in Ceredigion identified as priority projects); explore public transport demonstrator projects (e.g. hydrogen and battery electric buses).	While the ownership and use of electric vehicles is increasing overtime, it represents a small vehicle share in Mid Wales.	Electric Vehicle initiatives
Env4	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.	While the ownership and use of electric vehicles is increasing overtime, it represents a small vehicle share in Mid Wales.	Electric Vehicle initiatives Community vehicle charging initiatives
Env5	Work with partners to investigate the potential of alternative fuel vehicles, including provision of the necessary alternative fuel infrastructure, e.g. support development and implementation of zero emission vehicles on key TrawsCymru services across the region and local bus services where appropriate.	While the ownership and use of electric vehicles is increasing overtime, it represents a small vehicle share in Mid Wales.	Alternative fuel schemes
Env6	Work with communities, partners and providers (e.g. TripTo which runs car clubs in Llandiloes, Machynlleth, Llandrindod and Penrhyn-coch) to increase the number of community-based car clubs in Mid Wales as an alternative to private car ownership.	Community transport schemes are integral to meeting the travel needs of the rural population of Mid Wales. There are therefore opportunities for these to reach more of the population.	Community car schemes

6.9 RESILIENCE, SAFETY AND MAKING BETTER USE POLICIES

6.9.1 The MWRTP objective is *'to improve resilience, safety and make better use of the existing transport system'*. **Table 6-8** sets out the MWRTP policies that support the resilience, safety and making better use objective.

6.9.2 The policies in **Table 6-8** cover a wide range of issues that could impact on the success of other MWRTP modal policies. For example, road safety is a major issue in the region in which the rural nature of the highway network plays a key factor. Actual and perceived safety of the highway network will influence how people choose to travel and may, for example, be a barrier to increasing levels of walking and cycling. In addition, the condition and resilience of the highway network will impact all users of the network. For example, road closures or diversions will not only affect private vehicles but will also have a detrimental impact on bus services, freight and small and micro-businesses that are vital to the Mid Wales economy and provide essential services to communities. The policies therefore recognise the importance maintaining, future-proofing and making better use of existing assets in order to achieve many of the MWRTP objectives.

Table 6-8 - Resilience, Safety and Making Better Use Policies***

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
Res1	Continue to deliver measures and interventions to reduce the number and severity of road traffic collisions and improve road safety.	Out of all local authorities in Wales, Powys had the highest number of killed or seriously injured road collisions in 2022. The rural nature of the highway network and relatively poor condition of road infrastructure is likely to contribute towards this. Road safety is also impacted by poor condition of the highway network.	Road safety interventions
Res2	Ensure road safety (and personal safety) is considered holistically in the development and delivery of transport projects and initiatives, e.g. recognising that perceptions of road safety and/or personal safety can be a barrier to walking, cycling, and the use of public transport by more vulnerable groups.	The nature of the rural highway network reduces the actual and perceived safety for all road users.	Road safety interventions
Res3	Continue to maintain the LAs' highway assets to ensure A routes and corridors that are important for sustainable travel are in good condition.	There has been an increase in the proportion of A-roads in Mid Wales that are in poor condition.	Highway maintenance/improvements
Res4	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.	The active travel infrastructure reflects the rural nature of the region as the active travel network is concentrated around the main towns. Outside of these areas, there is a notable lack of suitable infrastructure for walking, wheeling or cycling.	Walking, cycling and wheeling links

Res5	Deliver measures to ensure the transport system and existing assets are more resilient and less susceptible to the impacts of climate change (including sustainable transport infrastructure).	The transport network is likely to be adversely affected by the effects of climate change, such as through more frequent flooding. For example, in Mid Wales, 4.4% of the local road network is considered at risk of flooding.	Highway maintenance/improvements Road safety interventions
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***Behaviour change policies linked to road safety are included within **Table 6-3**.

6.10 INTERCHANGE AND INTEGRATION POLICIES

- 6.10.1 The MWRTP objective is *'to improve **interchange and integration** between sustainable modes of transport within communities'*. **Table 6-9** sets out the MWRTP policies that support the interchange and integration objective. The policies in **Table 6-9** recognise the importance of high-quality interchanges and good integration between public transport services.
- 6.10.2 A key theme throughout stakeholder engagement was the importance of sustainable transport options being 'easy-to-use' if increased use and a modal shift is to be encouraged. Factors such as timetabling and good integration between services, opportunities to easily switch between modes of transport and improved and user-friendly ticketing and information provision were all highlighted by stakeholders as contributing to a more attractive and more seamless travel experience. The need for high-quality, up-to-date, and easy-to-understand public transport information was a particular issue highlighted and the need to consider accessibility in the provision of information such as on-line services may not be suitable for all users.

Table 6-9 - Interchange and Integration Policies

Policy ref	Policy	Links to Key Issues and Opportunities	Potential Interventions
Int1	Support the development and implementation of key bus and railway stations in the region becoming mobility hubs, e.g. that are served by direct walking and cycling routes, provide high quality travel information, wayfinding and signage, secure cycle parking, EV charging, link up rail and regional bus services and enable access and connections to longer-distance transport services. Work to ensure the NTDP project to develop and deliver public transport interchange hubs benefits Mid Wales.	Both rail and bus options in Mid Wales are very limited due to the rural nature of the region and dispersed settlement pattern resulting in long travel distances to the nearest station or stop. The majority of railway stations in Mid Wales are not served by a bus stop that is within acceptable walking distance and do not have cycle or car parking facilities.	Public transport improvements Walking, cycling and wheeling links
Int2	Identify the preferred location for a 'gateway' project within the region, which will aim to improve the user experience through better facilities and improved interchange between active travel and public transport. An initial project could focus on one of the busiest	The majority of railway stations in Mid Wales are not served by a bus stop that is within acceptable walking distance and do not have cycle or car parking facilities.	Railway station improvements Walking, cycling and wheeling links

	railway stations in Mid Wales, i.e. Aberystwyth, Machynlleth, Newtown or Welshpool. The development of a project in Mid Wales will build upon work being undertaken by TfW in North Wales.		Bus service improvements
Int3	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.	The majority of railway stations in Mid Wales do not have cycle parking facilities. However, in 2019 walking was the most popular journey mode to a railway station in Mid Wales, showing a strong desire for walking links to these key transport hubs.	Walking, cycling and wheeling links
Int4	Work with partners to provide high-quality, up-to-date, and easy-to-understand public transport information in a range of formats (e.g. map-based) to ensure timetable information is readily accessible to all users.	The availability and accessibility of transport information in Mid Wales is deficient as digital connectivity and mobile phone coverage lags significantly behind other parts of Wales. A lack of adequate infrastructure, such as bus shelters, meaning that information provision is not comprehensive.	Public transport infrastructure improvements
Int5	Improve 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.	The availability and accessibility of transport information in Mid Wales is deficient as digital connectivity and mobile phone coverage lags significantly behind other parts of Wales.	Public transport infrastructure improvements
Int6	Identify opportunities for improved interchange between car travel and sustainable transport, e.g. park and ride hubs at strategic locations; making best use of existing car parks; opportunities for park and share facilities on strategic routes; opportunities for park and wheel or stride, e.g. enabling parking outside of town centres to encourage the last 10 minutes of a journey to be active and remove cars from town centres.	The majority of railway stations in Mid Wales are not served by a bus stop that is within acceptable walking distance and do not have cycle or car parking facilities.	Park and ride schemes Parking facility improvements

7 STATUTORY CHECKS

7.1 INTEGRATED WELL-BEING APPRAISAL

7.1.1 The MWRTP is supported by an accompanying Integrated Well-being Appraisal (IWBA). The IWBA has been prepared in line with Welsh Transport Appraisal Guidance (WelTAG) (2024), which sets out that IWBA is a *‘rigorous, structured approach to understanding the impact of a programme or project on well-being, using quantitative and qualitative information.’* The IWBA address four key questions, which enables an assessment of how the ambitions and targets of the WTS have been addressed. As detailed in WelTAG, these four questions are:

- How will it benefit people and communities?
- How will it benefit the environment?
- How will it benefit places and the economy?
- How will it benefit culture and the Welsh language?

7.1.2 The MWRTP’s IWBA uses the Integrated Well-being Appraisal Framework shown in **Figure 7-1**. This incorporates the four well-being ambitions and the more detailed goals in the WTS. It also incorporates the measures in the WTS Monitoring Framework, including modal shift and decarbonisation targets. The IWBA sets out how the MWRTP has considered social, environmental, economic and cultural well-being, and how the MWRTP will contribute to other outcomes, such as net zero ambitions, equalities, and impacts on the Welsh language.

Figure 7-1 - MWRTP Integrated Well-being Appraisal Framework

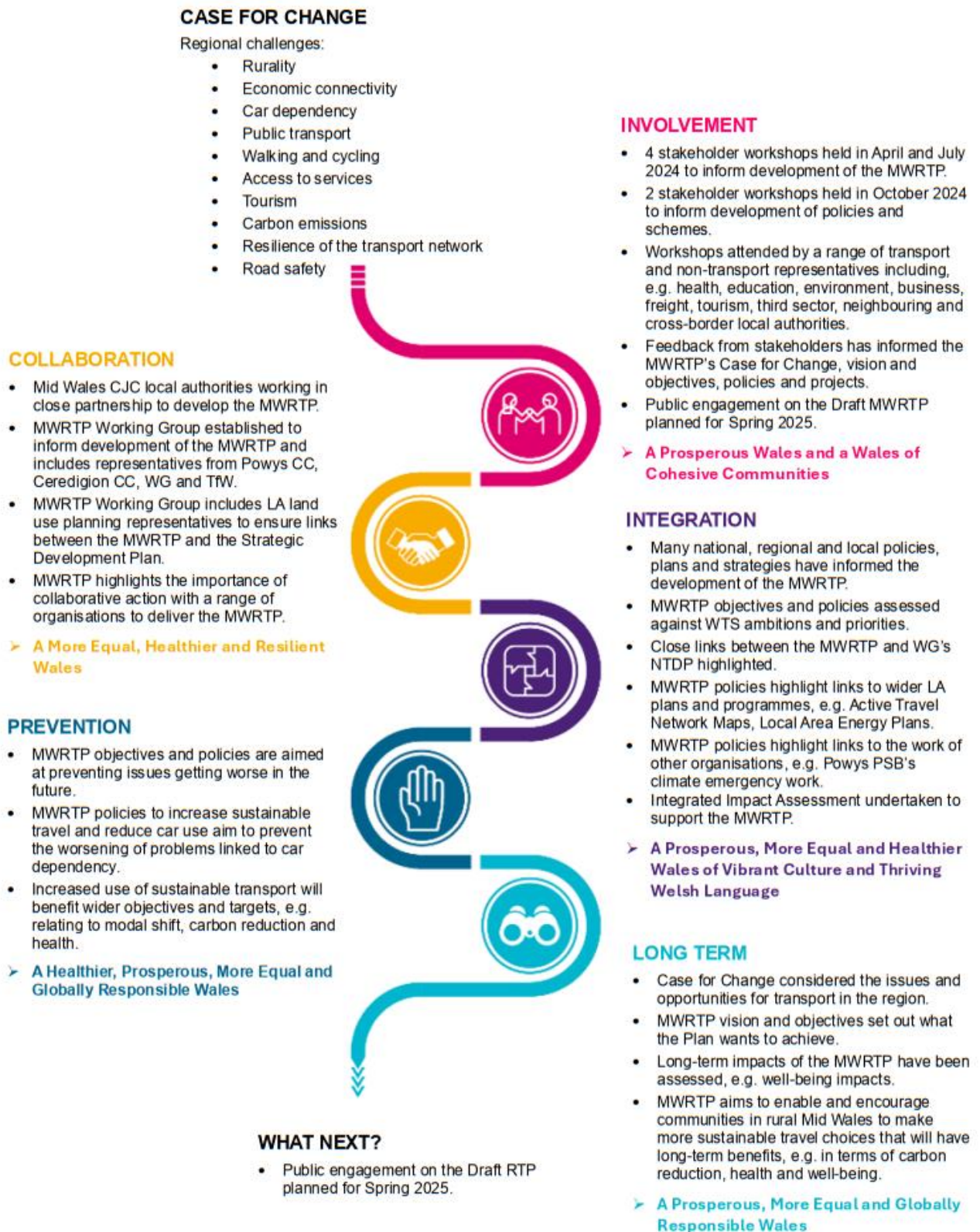
WTS ambition	IWBA Criteria	IWBA Sub-criteria
Is the project good for people and communities?	Equality	Equalities Act 2010
		Addressing physical barriers
		Addressing social and economic barriers
	Health	Activity levels
		Air quality
		Noise levels
Safety and confidence	Safety and confidence	
Is the project good for the environment?	Decarbonisation	Carbon emissions
		Modal shift
	Biodiversity	Ecology and biodiversity
		Water environment
	Waste	Waste

WTS ambition	IWBA Criteria	IWBA Sub-criteria
Is the project good for places and the economy?	Placemaking and Local Economy	Placemaking (including landscape and townscape)
		Local economy
	Innovation and Distribution of Goods	Innovation
		Distribution of goods
Socio-economic disadvantage	Socio-economic disadvantage	
Is the project good for culture and the Welsh language?	Welsh Language	Welsh Language
	Arts, Sport and Culture	Arts, Sport and Culture
	Historic Environment	Historic Environment

7.1.3 Additional assessments are being undertaken to support the development of the MWRTP and the results of these assessments (where available) have been summarised within the relevant sections of the IWBA. The assessments are:

- Strategic Environmental Assessment (SEA)** – SEA is a formal process for assessing the effect of a plan or programme on the environment. The aim of SEA is to promote sustainable development and integrate environmental considerations into the preparation and adoption of a plan or programme. The SEA Scoping Report (Stage A of the SEA process) has been undertaken, which sets out the baseline conditions, the key issues relevant to the MWRTP and the proposed SEA objectives and assessment process. The SEA Scoping Report is included as **Appendix 6**. Consultation on the SEA Scoping Report has been undertaken with the statutory environmental bodies and responses received from Natural Resources Wales and Cadw have been considered within the report.
- Habitats Regulations Assessment (HRA) Screening** – HRA Screening will be undertaken to test whether the MWRTP could significantly harm the designated features of a European site as protected by the Habitats Regulations such as Special Areas of Conservation. The HRA Screening will be undertaken following the development of the RTDP, which will set out the prioritised list of schemes and projects within the MWRTP.
- Integrated Impact Assessment (IIA)** – IAA is an assessment of the MWRTP to ensure it aligns with the local authorities' well-being objectives; complies with the Equality Act 2010, including the socio-economic duty, complies with the Welsh Language Measure 2011 and the associated Welsh language requirements, contributes to the goals of the Well-being of Future Generations (Wales) Act 2015 and incorporates the principles of sustainable development. The IIA is included as a supporting document. The IIA also considers how the five ways of working, as set out in the Well-being of Future Generations (Wales) Act 2015, have been followed in developing the MWRTP and this summary is included as **Figure 7-2**.

Figure 7-2 - Development of the MWRTP and the Five Ways of Working



8 REGIONAL TRANSPORT DELIVERY PLAN

8.1 OVERVIEW OF THE REGIONAL TRANSPORT DELIVERY PLAN

- 8.1.1 The RTDP is a prioritised list of the specific schemes and projects in the region that the Mid Wales CJC local authorities intend to progress to help achieve the MWRTP objectives and to implement the WTS at the regional level. This is in line with the Welsh Government's RTP Guidance, which states that, '*The RTDP should take the form of a list of schemes and be ranked in order of priority in terms of impact on delivering WTS priorities. These should be the schemes that local transport authorities intend to invest in to deliver the RTPs.*'
- 8.1.2 The RTDP focuses on those short-term projects and schemes that are priorities for the next five years up to 2030. However, some medium and longer-term proposals are also included within the MWRTP, to ensure that such schemes are identified for development funding where necessary and to ensure an ongoing programme of MWRTP schemes is progressed. The RTDP is included in **Appendix 7**.
- 8.1.3 Schemes within the RTDP have been categorised as follows:
- Strategic Connectivity (SC).
 - Walking, Cycling and Wheeling (WCW).
 - Public Transport and Integration (PTI).
 - Road Safety (RS).
 - Greener vehicles (GV).
 - Community Transport (CT).
 - Behaviour Change (BC).
- 8.1.4 TfW's RTDP Prioritisation Tool has been used as the basis for prioritising schemes within the Mid Wales RTDP. **Appendix 8** sets out how the RTDP Prioritisation Tool has been used to develop the RTDP and the outcomes of the Prioritisation Tool.

8.2 FUNDING THE REGIONAL TRANSPORT DELIVERY PLAN

- 8.2.1 The development and delivery of the schemes identified in the RTDP will be dependent upon the future level of funding that is available for transport schemes. Welsh Government grant funding will continue to be the key source of investment for schemes identified within the RTDP.
- 8.2.2 It is important to recognise the level of funding that has been available to the region for transport schemes in recent years. **Table 8-1** shows the level of Welsh Government capital funding for transport that has been allocated to the Mid Wales region (via the respective local authorities) over the last five years. The table includes capital funding allocated to Mid Wales through the Welsh Government's capital grants such as the Local Transport Fund, Resilient Roads Fund, Ultra Low Emission Vehicle Transformation Fund, Active Travel Fund, Safe Routes in Communities and Road Safety Capital Grant. Most of these grants require local authorities to submit funding applications to the Welsh Government on an annual basis. There are some exceptions to this including the Active Travel Core Funding allocation to local authorities that is based on a formula that relates to population size and the area covered by designated settlements.

8.2.3 **Table 8-1** shows that the Mid Wales local authorities received an average of approximately 5.25% of the total capital funding for transport that was allocated to local authorities in Wales over this period. This is substantially less funding for transport than the other regions in Wales over the last 5 years.

Table 8-1 - Mid Wales total funding allocation by financial year (Welsh Government Local Transport Capital Grants)⁴⁸

	2024/25	2023/24	2022/23	2021/22	2020/21
Mid Wales total funding allocation	£4,600,000	£6,651,352	£3,977,355	£5,234,092	£4,231,000
% of Wales total funding allocated to Mid Wales	4%	6.89%	5.72%	4.32%	4.93%

8.2.4 **Table 8-2** sets out in more detail the Local Transport Grants (excluding bus revenue grants) which were awarded by Welsh Government to Local Authorities between 2023 and 2024. A total of £104.5 million was awarded by Welsh Government of which Mid Wales received £4.6 million across the funding pots.

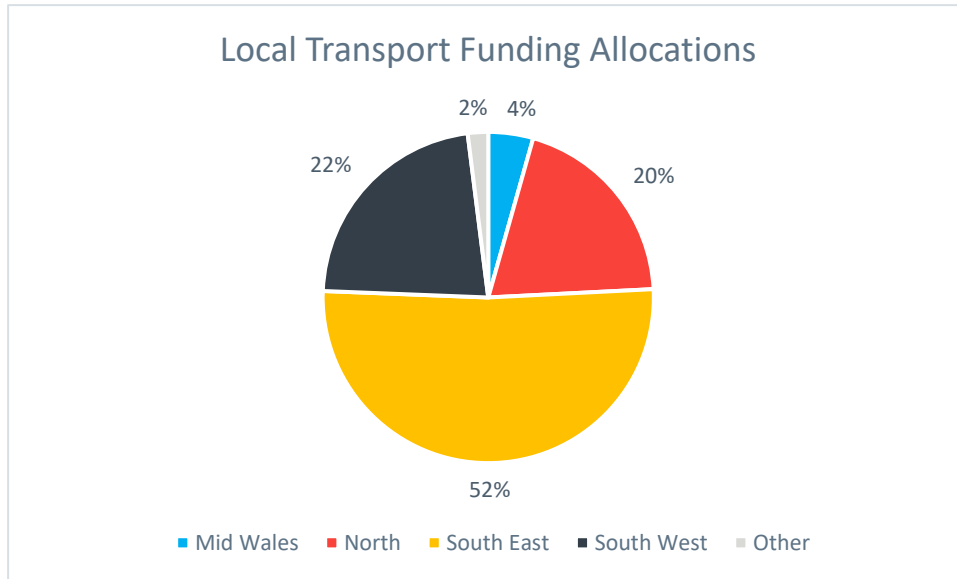
Table 8-2 - Local Transport Grants 2023-2024 (Welsh Government Local Transport Grants)

Local Transport Grants	Mid Wales Total Funding
20mph	£350,000
Active Travel Fund	£1,570,000
Safe Routes in Communities	£694,000
Local Transport Fund	£1,360,000
ULEV Transformation Fund	£504,000
Road Safety Revenue	£155,000
Total	£4,600,000

8.2.5 Figure 8-1 illustrates the proportion of the 2023-2024 Local Transport Grant funding which was allocated to Mid Wales compared to the other regions. Only 4% of the funding was allocated to Mid Wales which is low compared to the funding allocation for the North (20%), South East (52%) and South West (22%). The Welsh Government have committed to reviewing the Transport Grant allocation process to share out the funding.

⁴⁸ Figures supplied by Mid Wales CJC

Figure 8-1 - 2023-2024 Local Transport Funding Allocations



- 8.2.6 There is significant ambition in Mid Wales to deliver the schemes and aspirations set out in the RTDP and to realise the MWRTP vision and objectives. To achieve this step change in transport there will need to be an increase in the funding allocation for Mid Wales from Welsh Government which is proportionate to the population of the region. The RTDP will need to help to guide the prioritisation of funding in Mid Wales received from Welsh Government over the next five years.
- 8.2.7 The Welsh Government’s RTP Guidance states that CJsCs and local authorities are encouraged to be creative in seeking additional funding for transport investment by exploring private sector financing or other alternative funding sources. All opportunities for transport funding will be sought to support delivery of schemes within the RTDP. This will include opportunities for public sector and private sector collaboration and investigating the scope for leveraging private sector investment into schemes. Examples of such collaboration were shared during stakeholder engagement whereby private sector tourism investment in an area of public sector forestry had resulted in improvements to the Taff Trail in Carmarthenshire being secured through planning gain.
- 8.2.8 Opportunities for funding through collaboration with other sectors will also be investigated. For example, there are links between proposed interventions for tourism in Mid Wales⁴⁹ and those for transport (e.g. improved walking and cycling links, increased provision of EV charging points), which could potentially open up alternative funding opportunities for transport priorities such as the Mid Wales Growth Deal, Shared Prosperity Fund or Visit Wales.
- 8.2.9 All the capital schemes within the RTDP will require an ongoing revenue commitment from the local authorities through maintenance costs. The RTDP will need to set out how local authorities will meet the revenue consequences of the capital investment.

⁴⁹ Mid Wales Regional Tourism Study and Action Plan (2002)

8.2.10 The RTDP also includes schemes that require revenue funding support such as behaviour change projects. Such revenue-based projects can be resource-intensive and costly to deliver and need to be progressed on a national basis to maximise impact, rather than being reliant on funding at a more localised level. Sustainability of such projects will be a key issue to avoid a reliance on short-term grant funding, and to ensure the continuation of a project or transport service beyond grant funding timescales. Collaborative working with a range of partners will be important to identify wider funding opportunities that could benefit transport projects within the RTDP.

9 MONITORING AND EVALUATION

- 9.1.1 The MWRTP is supported by a Monitoring and Evaluation Plan (MEP), which is included as **Appendix 9**. The MEP uses the MWRTP objectives as the basis for monitoring the impacts of the MWRTP.
- 9.1.2 The MWRTP has shown the linkages between the MWRTP objectives and the national priorities and ambitions in the WTS (refer to **Appendix 3**) and therefore, through monitoring progress against the MWRTP objectives, regional progress in achieving the national priorities and ambitions will also be monitored. The MEP also highlights links between the MWRTP objectives and relevant national targets such as those for decarbonisation and modal shift.
- 9.1.3 The MEP provides an overview of the outputs that will be delivered by the MWRTP projects, the resulting outcomes and impacts that would be expected and how these expected benefits will be measured and monitored. The MEP sets out how the short and medium-term outcomes and longer-term impacts of the MWRTP will be monitored and evaluated to ensure objectives are being achieved and benefits realised.
- 9.1.4 The MEP includes a set of MWRTP monitoring measures and includes baseline information where this is available. The monitoring measures link to the framework of well-being criteria used in the IWBA where relevant. The MEP also includes indicators and baseline data from the WTS Monitoring Framework where relevant, which will be updated on an ongoing basis by Tfw. The MEP provides an initial assessment of data collection requirements and proposed methods of data collection.
- 9.1.5 The frequency of data collection for monitoring purposes will need to reflect RTP monitoring requirements. The Welsh Government's RTP Guidance states that CJsCs will be required to submit annual performance reports on RTPs to the Welsh Government each year. The MEP therefore contains realistic and appropriate measures to be reviewed and monitored on an annual basis by the CJsCs. In addition, a comprehensive evaluation should be prepared after three years to assess whether the MWRTP is delivering its outcomes, providing value for money and whether there are any unintended consequences. The results of this evaluation will feed into the subsequent RTP for each CJC, and the subsequent NTDP. The Mid Wales CJC will be responsible for all monitoring activities and reporting to the Welsh Government.



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