

**TOURIST  
FRIENDLY  
TRANSPORT  
INTERCHANGES**

**A template for  
Integrated Public Transport Interchanges**

Produced by  
the Sustainable Transport for Tourism Wales  
campaign

Researched and written by  
DSW Rail Limited  
Transport for Leisure Limited

Sponsored by  
Wales & West Passenger Trains

**April 2001**

**TOURIST FRIENDLY TRANSPORT INTERCHANGES  
World Class Stations for Wales!**

## PREFACE

**We start with a vision for what we should be seeking to achieve in Wales, which can be summed up thus:**

*‘Every visitor to Wales will have considered using public transport as an option to get to or around the country’.*

**Inevitably, this is somewhat utopian given the very small proportion of visitors presently using public transport. However, if we plan for a situation where everyone would be comfortable with the idea, then we are more likely to get major growth through provision of an attractive transport product. On the assumption that good quality will attract everybody, we are more likely to emerge with one that attracts a majority of visitors.**

**There is a good ‘role model’ within the history of transport. It is generally thought that Henry Ford invented the production line but this is not so. What he ‘invented’ was the concept that everyone should be able to own and afford a motor car. The production line followed naturally as the best way to get costs down and maintain quality, to bring that concept to reality. Not everybody, even in his native USA, now owns a motor car, but ownership has expanded beyond anybody’s wildest dreams. What could happen to the use of public transport in Wales if we could apply and follow this vision?**

**We are working to a wide remit in this report, from the top national ‘gateway’ interchanges to occasionally used, rural locations where only small numbers of local people and some seasonal ramblers or cyclists need to be catered for. A critical element in attracting the visitor will be the quality of the service and their experience at stations, whether large terminals or rural halts.**

**The Rail Passenger Committee’s document ‘What Does The Passenger Want’ poses a series of questions at the end, one of which reads:**

*Would you feel happy to welcome a foreign visitor at this station?*

**We suspect the answer might be ‘no’ at many train, coach and bus stations in Wales, a reflection on how important a task lies ahead.**

**A very important aspect of creating Tourist Friendly Transport Interchanges is the application of common standards across Wales. This is likely to be a difficult and contentious issue. This report is intended to show the way.**

## **DEVELOPING TOURIST FRIENDLY TRANSPORT INTERCHANGES FOR STATIONS THROUGHOUT WALES**

### **I. DEFINING THE PRODUCT: WHAT ARE TOURIST FRIENDLY TRANSPORT INTERCHANGES?**

A Transport Interchange is a location whereby visitors to a region can arrive by one particular travel mode, usually long distance such as a train or coach, and transfer to a local or intermediate mode. This could be a local bus, branch railway, taxi, hire car, private car, cycle or foot, to complete their journey. Likewise travellers in the reverse direction may arrive by local transport to continue their journey by long distance mode.

A *Tourist Friendly Transport Interchange* will, due to the quality of its infrastructure and its information provision, enable people who are strangers to the area or who only make a journey occasionally, feel comfortable and relaxed about the next stage of their journey. If waiting is required, their physical needs are met, and they feel secure and confident, that the next stage of their journey will be achieved without undue anxiety or worry.

In this respect, the requirements of a *Tourist Friendly Transport Interchange* are identical to that of any Transport Interchange, whether used by business travellers, regular commuters, or students travelling to or from high school, college or university. The regular traveller may be fully aware of which facilities are available and where and how linking services operate. However, the tourist, who is more likely to be a first time visitor, may be tired, nervous, lacking in local linguistic skills, a little bewildered by their surroundings - especially if arriving by night - and carrying heavy luggage which has to be carried or pulled between transport modes. Unlike the regular commuter, who needs to get home or to work, and may therefore have to put up with whatever shortcomings the interchange presents, the tourist is an optional traveller, choosing to use this particular travel mode.

Services and facilities therefore need to be even better than those required for regular travellers, especially if it is hoped that repeat visits will be generated. Improving facilities for visitors, however, also improves facilities and the quality of experience for all travellers, irrespective of purpose, and is more likely to encourage people to switch mode away from over-dependence on the private car towards greater use of greener modes.

These needs and requirements are particularly acute in rural areas where distances tend to be longer, connecting services less frequent and where there are fewer facilities available for the traveller. The challenges are different, though not greater, where the interchange is remote from settlements, and may be the start of a walking or cycling trail.

## 2. WHY TOURIST FRIENDLY TRANSPORT INTERCHANGES ARE IMPORTANT FOR TOURISM IN WALES

The Welsh Transport White Paper *Transporting Wales into the Future* identifies five key requirements to improve public transport interchange in Wales:

- I. More through ticketing.
- II. Better facilities at stations and other places for interchange.
- III. Better connections between and co-ordination of services.
- IV. Wider availability of improved information on timetables, routes and fares.
- V. A national public transport information system by the year 2000.

All these issues are fundamental not just to urban, but also to rural transport interchange, and to Tourist Friendly Transport Interchanges in particular. They form an essential part of any strategy that seeks to provide a truly integrated public transport network.

It is sometimes suggested that the aim of an Integrated Transport Strategy is to create opportunities for 'seamless' journeys. By that is meant close co-ordination between travel modes to create through ticketing and to reduce waiting times, and walking distances between vehicles. In fact no journey, by whatever mode, is seamless. Every interchange - including a walk to a parked car - is a 'seam', a division between two different modes of travel which, to take the metaphor further, needs to be carefully and neatly stitched together to make a strong, firm joint. Like a garment, a journey is as strong as its weakest seam. If, at just one part of the journey, requiring several interchanges, a seam comes apart because of poor connections, or unpleasant or hostile waiting areas, the total experience of the journey becomes negative, something to be avoided.

For a tourist, the journey is not just the means to get to or from the destination area, it is part of the holiday experience. The leisure activity begins just as soon as the holidaymaker leaves home, and the journey grows in significance the closer the visitor is to the final destination. Thus a cold, ill-lit waiting area, lack of basic information, a view from an arrival platform or vestibule of an industrial wasteland of parked cars, scrap metal or torn advertising hoardings are a powerful negative message for someone seeking the Wales of romantic mountain or coastal imagery.

Equally, though the actual journey on a modern diesel railcar or comfortable coach, with coffee at seat, may be a pleasant part of the holiday, this positive experience can be quickly destroyed by poor quality interchange facilities on arrival in Wales. First impressions sadly do count for a great deal, especially for first time visitors.

Tourism is a vitally important economic activity in Wales, bringing in over £1.25 billion per annum to the Welsh economy, and supporting around 9% of all jobs. This is particularly true in rural Wales, where it directly and indirectly supports many local jobs and services. Visitors using more sustainable forms of transport - walking, cycling and public

transport - cause less damage to the environment and disturbance to local communities compared with motorised visitors, and there is some evidence to suggest that more of their spending is retained within the local economy.

The need for closer integration of transport modes for visitors has been commented on by the Wales Tourist Board. In *Tourism 2000: A Strategy for Wales* the Board noted that around 11% of visitors to Wales use public transport as their main mode of travel to Wales, and suggested that:

*“Greater use of public transport by tourists - especially within destination areas - will be dependent on greater integration and co-operation between different elements of the system”. (13.10)*

*Tourism 2000* presents cogent arguments for sustainable form of tourism and travel in Wales, which by definition, are forms of tourism less dependent on the private car. Contrary to popular misconception, many parts of rural Wales have a very good rural public transport network by the standards of many other countries of Europe. This reflects considerable recent improvement thanks to the National Assembly for Wales’ Rural Bus Grant which has allowed every unitary authority in Wales to increase its rural transport network, including parts of the more popular areas for tourism and recreation.

An important step towards the creation of an integrated tourist transport network in Wales was taken with the launch, in Spring 1999 of the *Wales Flexi Pass*, a pre-purchasable rail-bus ticket available in 8 and 15 day Freedom of Wales forms, as well as weekly Regional Rover tickets. The *Wales Flexi Pass* also offers holders useful discount admissions to National Trust properties, CADW properties and National Museums in Wales, as well as discounts on YHA accommodation in Wales.

Excellent as the *Wales Flexi Pass* is, it is totally dependent for its success on good interchange opportunities and facilities. The traveller arriving, as he or she most likely will, by rail at any one of a number of key railheads, almost certainly carrying a large rucksack or hold-all, must then continue the journey by other modes, but not always with confidence, comfort or ease.

To realise the admirable intentions of *Transporting Wales into the Future*; of the WTB *Wales 2000* sustainable tourism agenda; and of the opportunities offered by the *Wales Flexi Pass*; attention needs to be focused on what could be perceived as the weakest part of the seam - the actual Interchanges themselves.

### 3. THE NEED FOR A METAMORPHOSIS IN THINKING AND ACTION

#### Putting the Customer First

'Customer First' is essentially an attitude of mind for organisations wishing to expand in business, but is too often only half-heartedly accepted within the public transport industry. There are many examples of improvements to customer facilities but the underlying culture remains one of cost cutting to reduce overheads rather than of putting the needs of the customer first. Public Transport must embrace wholeheartedly the culture of achieving customer satisfaction by providing the right product, at the right time and at the right price, if it is to achieve significant growth in patronage, or even retain its current customer base.

It is important to understand that efforts to encourage modal shift from the private car must be focussed on making the alternative every bit as good as and if possible even more convenient than the car. Almost by definition, any form of interchange, especially modal change is a deterrent to using public transport and therefore the design, accessibility, comfort, security and ease of use of the interchange facility are paramount.

Lack of good customer care is no more starkly evident in the condition of many railway and bus stations in Wales. If the train stations are generally below par, the bus stations have with few exceptions not even reached that state. With minimum staff (where staffed at all), old and tired buildings, poor lighting, poor cleanliness, often with visible vandalism and graffiti, the picture around Wales is not good. Railtrack's much heralded station regeneration has been a disappointment. The best that can be said for it is that it has at least raised the baseline for further improvement. What impression does this leave with visitors, especially when the areas surrounding stations are in many ways just as bad as the stations themselves?

Wales is in a unique position, due to a number of not unrelated major innovations: the advent of the National Assembly; the proposal for a Wales & Borders Rail Franchise; the development of a national cycle network; and a growth in funding for buses through the Bus Partnership Fund. Ironically, because interchange facilities can mostly 'only get better', then one can start with a fairly clean sheet when designing an all-Wales overall template for action. This means getting the vision right at the outset, bearing in mind that the objective is to have many more local people and visitors to Wales using public transport. This will increase the profitability of bus and train operations, reducing the need for subsidy, bringing wide environmental, social and economic benefits, particularly to the tourism industry.

Consider modern shopping centres and similar renovated areas in our towns and cities. Visitors, rightly, have certain expectations, which are almost invariably fulfilled:

- I. Bright, clean, airy, with use of modern materials,
- II. Invariably spotlessly clean, with bright, cheery lighting.
- III. Good signing to and from facilities
- IV. Good customer facilities including clean, well -signed toilets
- V. Help points, where customers can get advice and support, usually with staff present.

Then consider typical train and bus stations in Wales, often situated only a couple of hundred metres away from these shopping centres, close to the town centre, and the contrast is stark.

- I. Lights often switched off to 'save cost' on dark days making the gloomy surroundings even more so.
- II. Staff, where they exist, often hidden away instead of serving the customer or keeping the place clean.
- III. Cold draughty platforms and waiting rooms.
- IV. Lack of toilet facilities or where they exist locked in the evenings or vandalised
- V. Lack of left luggage facilities and cycle storage space
- VI. Poor quality information, especially about non-rail modes (eg connecting buses) and nearby tourist facilities

During a member of the consultancy team's recent visit to Holyhead Ferryport, it was noted that everything in the Stena Line Terminal was spotless, even the litter bins. At the adjacent (refurbished) train station, the first obvious thing noticed was dirty, streaky litter bins, not to mention the drab interior, lights switched off and scruffy ambience with, of course, no visible staff presence.

Larger train and bus stations in Wales need to achieve at least the standards of modern shopping centres, airports, ferry ports (note that ferry companies market their travel experience as part of the holiday!), offering similar developments in lighting, cleaning, brightness, general ambience. This is essential if they are going to attract more travellers, especially discretionary travellers, which include most visitors to Wales.

The needs of 'meeters and greeters' at stations must also be considered. They will be more inclined to make a journey themselves later if presented with easy short-stay parking and a well-run, cheerful waiting area when meeting someone off the train or coach. In as many cases as possible, the station, whether for trains, buses or both, should be one of the pivotal points within the community. Even if, in some cases, the location is remote from the town centre, there is scope for the station area to become a minor suburban shopping centre, and information exchange, provided sufficient land is available for parking and other services.

At the top end, at larger town and city centre (Categorised as A, B & C in this report) stations, we propose as a general principle that Transportation Centres be set up. Here, trains, coaches, buses, taxis and other modes should be fully integrated, physically as well as in terms of information. The location to be recognised as the transport hub and focal point for the town/city/region, and all forms of transport share common services and facilities.

It matters not that train and coach companies may be in competition with each other. It must be in all operators' interests to create enough throughput to justify car parking, taxi and local bus interchange, ticket and information services, refreshments, left luggage and cycle storage, toilets, etc., and staffed over the full period of service for all transport modes. The key here is creating that critical mass of patronage and custom to attract supporting services.

### **Staff Dealing with the Customer**

In principle, all staffed outlets should have available staff located in a pivotal position to be accessible to customers at all times. This means centrally locating a Customer Help Point and building all possible facilities around it. As well as satisfying customer needs for information of all kinds, this helps the feeling of well being and personal security of the traveller adding the touch of personal service.

Where possible, the Customer Help Point should be located in a purpose built or adapted waiting room, with covered access to train platforms, bus, coach and taxi loading and set down points. Within this building will be located the ticketing and information office, tourist and local information boards and dispensers, real time information for all forms of public transport. It will be carpeted, with comfortable seating, well heated and well lit, and will have that ambience that makes it a pleasure to wait in. Ideally, there will be good covered access to toilets, refreshments, and possibly shops, and to left luggage and bicycle storage facilities.

How can this all be made to happen? In the next section we explore mechanisms to turn this vision into reality.

#### **4. SOME KEY PRINCIPLES FOR TOURIST FRIENDLY TRANSPORT INTERCHANGES**

A principal we consider essential is to bring, whenever possible, all public transport provision to one location. In the case of train stations, this does not preclude their potential role as bus or coach stations, for the use of passengers using these modes, as well as for passengers who are using trains.

There is good sense in encouraging coach passengers with their luggage to wait in the safe and more comfortable surrounding of a train station. The alternative is the bleak, windy conditions of a bus shelter (almost invariably without seating) by the roadside or in a wind-swept concrete parking area, which in many towns in Wales is what passes for a so-called bus station. Conditions can be grim, especially for people waiting for a long distance bus or coach that is running late. This is also true for people interchanging between local buses, especially the long or medium distance bus services that operate across much of rural Wales

In fact a train station serving more than one function represents wise use of a capital asset, which despite the arcane complexities of rail privatisation, is still a largely publicly funded, public asset serving the community in which it is situated. Use of the station for such other purposes equates to better use of the capital investment the asset represents, and could, in so far as certain of the activities (e.g. refreshment provision) are or could be commercial, could help to generate additional revenue towards the maintenance of these assets. In theory there is no reason why bus or even coach tickets could not be sold from the same premises, taxis or accommodation booked, local guidebooks sold along with food and drink. Additional revenue means more people, more business, more facilities, less insecurity.

A train station in a tourist area can also have an important complementary role in tourist information provision. This can be either as an unmanned tourist information or orientation point or with staff (not necessarily railway staff) providing a tourist information service. It could include the sale of a range of items - books, maps, souvenirs, and even a book-a-bed accommodation service as a way of raising at least some revenue, and perhaps even cycle hire facilities as happens at a large number of German, Dutch and French railway stations.

## Meeting the Needs of Visitors

In order to establish what is required to make a Tourist Friendly Interchange, we will imagine the needs of visitors unfamiliar with Wales or the local areas concerned, and using public transport to achieve their itineraries. When visitors arrive at the Interchange they are looking for a number of essentials. These are:

I. **Confirmation:** visitors need confirmation that they are at the right place for onward travel - where linking buses go from, their times and exact place of departure in easily understood form, or if taxis are available. Re-assurance, ideally by pictogram, so that non English or non Welsh speaking people recognise the signs for Way Out, Buses, Refreshment, Tickets or Information etc.

I. **Security:** visitors require assurance that they are in a safe, well lit place, no matter what time of day they arrive, and whilst waiting, a place where other people (staff and passengers) are around. This is especially important for women travelling alone.

I. **Comfort:** visitors are looking for somewhere that is reasonably warm to sit whilst onward transport arrives.

I. **Toilets;** visitors are looking for clean, fragrant, user-friendly toilets preferably not requiring coins that visitors from overseas don't always have available or understand.

I. **Refreshments:** there may or may not have catering on the train or coach and our visitors may be hungry or thirsty. Can they get a cup of tea and a sandwich?

I. **Left Luggage:** visitors might decide that they would like to stop and explore the local area. They want to spend some money in shops - a postcard, an extra item of clothing. They need to leave luggage for a couple of hours or so. If they like the area, they might decide to stay longer, or come again on a return holiday. If unable to leave the station because there is nowhere to leave luggage, local shops and cafes miss spending opportunities and faced with such a negative experience, our visitors are unlikely to return.

I. **Cycle Storage and Hire:** the increasing numbers of touring cyclists as well as commuters will welcome facilities to park bicycles. Others, arriving without their cycles would appreciate a hire point either at the station or nearby.

I. **Tourist Information:** visitors might like to buy a local guidebook, preferably one with a little sketch map that explained how you walk from the station into the town centres, postcards, stamps, a local bus timetable, some information about the surrounding area. Was it possible to get to other places by bus or would a taxi be needed? Could bookings for somewhere to stay after he arrival by train even for arrivals late in the day. Would there be taxis available waiting for trains as they arrived as happens in most, larger stations or would you have to telephone?

II. **Telephone:** notwithstanding the growth in mobile phone use, the payphone still has an important role and is also useful and reassuring for emergencies.

I. **Cash machine:** visitors may be short of cash or UK currency but have a credit card. Would there be a cash machine on the station or nearby?

I. **Station ambience and surroundings:** when visitors walk outside the station, what impression would they get as they stand on Welsh soil for the first time?

So what are the key requirements at Interchanges to satisfy visitors' needs and ensure compliance with legislation and common sense?

### Security

It is vital that passengers feel secure at stations and this can be helped in a number of ways:

I. **Good lighting** is not only essential for security but is a major marketing tool. Requirements are to avoid dark corners and corridors; to aid reading of information boards; to create a general sense of welcome, ease and well being. Modern lighting standards are not only better for customers but also cost less to operate.

I. **Presence of staff** is fundamental to transport interchanges in all towns and cities, and in other smaller places where interchange is significant. Staff must be accessible to the public, and be well trained in customer care in order to deal with passengers. They must be knowledgeable on public transport and local and tourist information, and must present a smart, welcoming and confident appearance. Basic first aid training is also essential.

I. **Security Cameras** are now considered essential in public areas for a variety of reasons, not least the re-assurance of passengers.

### Travel Information

There must be easily accessed details of onward and return journey information, which is clear, up-to-date, and easy to understand, ideally electronically presented in single dimensional format, preferably as "real time" information for buses as well as trains. We can categorise information requirements into three distinct bands:

#### Essential

- I. Where am I now?
- II. Where do I wait for the train, bus, taxi or to be met?
- III. What time does the next train or bus depart?
- IV. What time is it now?
- V. Where can I find someone to help?
- VI. Is my train or bus on time?

### Important

- VII. Where are the toilets?
- VIII. Where is the town centre/shops/café and how far are they away ?
- IX. What time will I arrive at my destination?
- X. How much will I pay?

### Ideal

- I. Real time information – at what times are trains and buses actually operating as opposed to the published timetable.

Access at all stations to *PTI Cymru*, especially as it is developed into the definitive journey planner for all Wales public transport, will be essential. *PTI Cymru* can cover detailed journey planning or merely confirm that the passenger is 'on track' to reach their destination. It is also useful to confirm that services adhere to DPTAC standards and meet the special requirements of tourists.

### Departure & Arrival Sheets

- I. Should be in alpha format; passengers should be able to locate their service by first looking for their destination station.
- II. All popular destinations should be included. If these require a change of train or bus en route, this should be signified.
- III. How to get to principal visitor attractions in the area should be included, including destinations that may be a short walk from the station or bus stop (up to 1km). Such information should be indicated.
- IV. A diagrammatic route map should accompany the timing information.
- V. The codes for days of running & exceptions should be standard for trains and buses.
- VI. Colour should be used to highlight information but not to confuse.
- VII. Sample fares for key journeys & local special offers should be included.

### Good Clear Signing

This applies to all services and facilities, especially important are:

- I. The position of platforms (including sections of platforms) and/or bus stops
- II. Directions to train and buses including clear information where connecting transport is outside the immediate area or not easily visible from the station complex.
- III. For arriving passengers, information for interchange or other local services essential.
- IV. Signing should be in English and Welsh language and pictograms for overseas visitors.
- V. There should also be at least one highly visible & accurate clock.

### **Easy Level Access**

This is essential throughout the station complex, but particular attention should be given to:

- I. Interchange between modes; trains, buses, taxis, car hire, private cars, cycles.
- II. Essential services such as toilets, baby changing areas, refreshments, luggage facilities,
- III. information, personnel and notices.
- IV. Where level access is not possible e.g. to or between platforms, efforts must be made to make use of stairs, lifts, footbridges or ramps as easy as possible.

### **Safe Access on Foot or Bicycle**

Station operators should work with local authorities and other agencies to ensure that access for those arriving and leaving a station on foot or on a bicycle is segregated from local highways as far as possible, with controlled crossings where there is highway interface. There should be a policy for each major station that sets out a programme for such access so that encouragement can be given to assist modal shift away from the car.

### **Facilities for People with Mobility Impairment**

This is more than ensuring wheelchair access wherever possible. Visitors may have physical disabilities, which affect their mobility, if not actually be in a wheelchair; or be encumbered with heavy luggage, or carrying or wheeling young children. The station facilities must make it easy for such people to move around.

It should include:

- I. Careful attention to design and positioning of ramps and lifts,
- II. There must be at least one disabled toilet where such facilities exist for others.
- III. Surfaces must be non-slip,
- IV. Handrails and other essential features designed to help those visually impaired.
- V. Information must be in clear visual and aural form.

### **Comfort**

Comfort of passengers who may have to wait for an hour or more for onward transport is essential. There should be:

- I. Comfortable places in which to sit, with comfortable, well-designed seating,
- II. Seating areas with good lighting and heating and air conditioning where possible,
- III. Easy access from waiting areas to information and services such as toilets.
- IV. All areas of the station, especially passenger waiting areas, toilets, etc, should be subject to a regular cleaning regime to ensure they are always presentable.
- V. Ambience is important- is the station and its immediate surroundings a nice place to spend up to two hours if connections have been missed?

### **Refreshments**

Wherever possible, refreshments should be provided.

- I. Larger stations should have bespoke refreshment facilities.
- II. At smaller locations, this could be through vending machines, but there it is preferable to get a refreshment service offered as part of a combined facility, which might be the ticket and information office or a retail business on the station.

### **Visitor Information**

Only the largest stations in Wales will justify a staffed Tourist Information Centre, but the provision of visitor information is essential at all interchanges.

- I. At small stations and bus stops, a general information panel will suffice, but where a station is manned, station personnel should be able to dispense local tourist information on demand.
- II. Such outlets should also sell items such as postcards, guides, maps, timetables, stamps and accommodation booking services.
- III. It is appropriate that staff are trained on the WTB 'Welcome Host' scheme.
- IV. Where stations are not staffed for the duration of transport service, or to supplement the information office, touch screens or touch telephones with automatic access to the local TIC should be provided.

### **Left Luggage Facilities**

Without the opportunity to leave luggage for a few hours, travellers, especially single travellers, are virtual prisoners on their journey.

- I. There should be provided at all manned interchanges, together with appropriate security devices
- II. Provision can be combined with other business activity, including retail or refreshment outlets, or cycle hire facilities.
- III. Safe cycle storage is also a requirement at all stations. There should be the ability to lock cycles as minimum.

### **Telephones**

Pay phone provision is becoming a difficult area, given the massive growth in mobile phones and the declared intention of BT not to introduce new locations for payphones.

- I. Where phones currently exist, they should be retained and modified to full card and coin operation.

### **Cash Machines**

These should be encouraged as standard at the largest interchanges.

- I. Where they cannot be justified, there should be a notice as to where the nearest ones can be found.

## 5. STANDARDS FOR TOURIST FRIENDLY TRANSPORT INTERCHANGES

### Important Facilities Required for All Stations to Provide Safe Movement of Passengers, Vehicles, etc

This section summarises key requirements when transport interchanges are being designed or rebuilt to maximise their value to both operators and customers. Many of these refer to bus stations or stops but have validity where buses use train stations.

- I. **Vehicle accessibility** Design should be such that public transport using it has priority use over other traffic.
- II. **Bus-operated traffic lights** at key access junctions to interchange.
- III. **Rising bollards** operated by the bus to prevent unauthorised vehicle access.
- IV. **Clearway orders and parking restrictions** should be imposed wherever bus stopping points occur at interchanges and on ordinary roadways;
- V. **Bus stops** to be clearly marked; coloured tarmac used to denote bus priority lanes.
- VI. **Area for safe manoeuvrability of buses** to avoid unnecessary reversal, and including turning areas free of parked cars
- VII. **Taxi parking/queuing** areas to avoid spaces close to station entrances being used by long term car parking.
- VIII. **Car Parking** Well signed short term parking and long term parking is required. Long term car parking might be multi-story to reduce land take.
- IX. **Moving Around/Changing Vehicles/Modes** key requirements include:
  - A. Safety – avoiding passenger-vehicle conflicts on the ground.
  - B. Good clear signing of all facilities.
  - C. Needs of mobility impaired must be met, including tactile flooring, bright coloured handrails, lowered kerbs at road crossing points. Good design catering for the needs of the disabled brings benefits to all.
  - D. Electronic information systems should be provided.
  - E. Pavements/platforms at easy boarding height should be available.

### Common Standards: Their Application Throughout Wales

- I. **Signing:** lettering styles should be consistent throughout Wales and care to be taken to not apply confusing signs at insistence of Local Authorities or other interested parties.
- II. Use of colour needs to be consistent at all locations
- III. Standard nomenclature: e.g. platform (for trains); stand (for buses); rank (for taxis); toilets, not WC; way in and way out, (not entrance or exit).
- IV. Pictograms, rather than bilingual signing (except Welsh language which must *always* be used).
- V. All buildings in station area to be in same paint style and co-ordinating colours (footbridges, lamp posts and fencing are often quite different colours to buildings).
- VI. Consistency of cleaning standards; cleanliness is required at all times, especially toilets. Cleaning of exterior building surfaces, columns, canopies, etc, and of light fittings are important areas often ignored.

- VII. Real time information: different company systems need to be co-ordinated so as to provide consistent advice to passengers.
- VIII. Co-ordinated architectural style in new development, including sympathetic and aesthetic blending in with existing or nearby buildings.
- IX. Contact details of bus or train station operator. PTI Traveline 'smiley face logo' to be at all points for telephone information.
- X. A-Z departure sheets should always list the most-used destinations, even if this involves a change en route. This applies to buses as well as trains.
- XI. Bilingual Signing in Welsh and English is required, but no foreign languages – rely on international pictograms.

## I. STATION TEMPLATES FOR WALES

### General Comments

In this section of the report we look at a wide range of transport interchanges in Wales, from remote rural halts and isolated bus stops to major city centre rail and bus stations. For ease of handling, we have divided these into seven categories, descending in size and complexity from “A” which is the major, nationally important city centre interchange to “G” which is the rural halt or bus stop.

For each of the categories we have produced a template, which in effect is a checklist against which current and potential future provision of facilities can be measured.

The templates are being considered in reverse order. This reflects the fact that all interchanges, however small and rural, must meet minimum basic standards, and these progressively get more detailed and prescriptive as the category rises. Therefore, lower-order standards will be repeated and applied higher up the scale and will need to be referred to in detail in the text only once.

For consistency in this report, all interchanges, whether train stations, train halts, bus stations or bus stops will be referred to as the ‘station’. The categorisation of facilities is largely borrowed from the RPC ‘What Does The Passenger Want’ document, as this gives a clear focus on priorities.

## **CATEGORY G: UNSTAFFED RAIL HALTS AND RURAL BUS STOPS**

This category, in the context of tourism in Wales, refers mainly to railway halts and country bus stops at locations where there is 'interchange' to walking and cycling for utilitarian reasons to and from nearby destinations, but also use for countryside recreational activities such as leisure walking, cycling, horse riding or canal boating. The list in the appendix is not exhaustive but is a reasonable basis for providing examples.

At this basic level, many if not most of the users will be experienced in their chosen pursuits. As such, they will often be familiar with the detail of public transport systems; but there must still be a common element at all stations and stops to cater for the unfamiliar, the less able-bodied and the casual customer. Shelter, easy access, lighting and information are the key basics to be provided.

### **I. ACCESS TO THE STATION**

- II. Easy access for all users. For roadside bus stops, an adjacent well-maintained pavement, tactile pavement floor covering, lowered kerbs at road crossing.
- III. At train halts, level access from approach roads or footpaths.
- IV. Safe access for cyclists, preferably avoiding principal highway crossings.

### **I. ACCESS WITHIN STATION:**

- II. At bus stops, the tactile pavement to extend to whole shelter area with kerbs at appropriate height for boarding easy access buses.
- III. At train halts, platform height should be appropriate to boarding trains (or use of ramps on board trains where this not practicable).

### **I. ACCESS FOR PEOPLE WITH DISABILITIES:**

The above must be designed for full accessibility.

### **I. STAFFING:**

Not applicable at this level of facility.

### **I. TICKET & INFORMATION SERVICES:**

Information is critical at these locations, which will often be remote.

- I. Tickets will be available on board the train or bus, and customers need informing.
- II. Times of the buses or trains to be provided in an easy read form with exceptions e.g. market day services, weekday and weekend services.
- III. Real-time information; push-button customer help points on stations and bus stops.
- IV. Each station should have a general information panel showing walking and cycling routes, location of toilets, telephones, cafés, etc; and local tourist attractions.

### **I. DIRECTIONAL SIGNING:**

- II. The station or stop must be clearly signed, and sign posted from nearby settlements, roads or foot/bridle paths.
- III. Signing also essential for arriving tourists to guide them to local attractions, walking and cycling trails, etc.

### **I. LIGHTING:**

- II. All stops must be well lit in the area of the shelter and boarding point, avoiding black spots on immediate access points to the station.

- III. Lighting to ensure that information panels can be read at all times.
- IV. WAITING FACILITIES:
  - Vagaries of weather and infrequency of service make shelter essential.
  - I. Where space is at a premium, relocation of a bus stop to be considered. Shelter to be spacious enough to hold average user, seating, wheelchair-accessible, visibility and security for ability to see approaching train or bus.
- I. REFRESHMENTS:
- II. TOILETS:
- III. OTHER STATION SERVICES:
  - Not applicable at this level of facility.
- I. BUILDING QUALITY, MAINTENANCE & CLEANLINESS:
  - The problems of remoteness must not be a reason for neglect.
  - I. Buildings should be robust, vandal-resistant and designed or modified not to clash with the local environment.
  - II. A regular maintenance and cleaning regime needs to be established, perhaps by a local authority, local community group or local business taking responsibility.
- I. STATION ENVIRONMENT:
  - II. Maintenance and cleaning to extend to surrounding area and approaches to station.
  - III. Natural vegetation features to be encouraged where they harmonise with landscape.
- I. SAFETY & SECURITY:
  - Information, lighting and environment are important contributors to a safe and secure station or bus stop.
- I. BUS & TAXI INTERCHANGE:
  - Not generally applicable at this level of facility.
- I. CYCLE FACILITIES:
  - Not applicable at this level of facility.
- I. CAR PARKING:
  - Not generally applicable at this level of facility.
- I. TOURIST INFORMATION:
  - II. Even small rural halts and bus shelters contain local visitor information, including local walks (which could be signed from the station or bus stop) and heritage features, B&B accommodation, cycle hire and any attractions within walking distance
- I. TELEPHONES:
- II. RETAIL SERVICES:
  - Not applicable at this level of facility.

## **CATEGORY F: SMALL, UNSTAFFED STATIONS**

This category refers to a wider range of stations and stops. The majority of train and bus stations in Wales are unstaffed, as are all bus stops. Conscious efforts should be made to improve on this situation, but even so, many locations will remain unstaffed for the foreseeable future. These locations could see large numbers of tourists using them (e.g. at Cambrian Coaster stations) and need good infrastructure to underpin them. A future scenario has trains and buses attracting visitors who have come to the area by car, using them to get around the area to avoid congestion. Basics of shelter, access, lighting and information need to be at a higher level than for category G and there needs to be added: car parking, bus and taxi interchange and local tourist information.

### I. ACCESS TO THE STATION:

As for category G, though with greater throughput. At train stations, car, bus and taxi users must have easy access from vehicle to platform; pedestrians and cyclists, access safe from road traffic.

### I. ACCESS WITHIN THE STATION:

As category G, though if there is more than one platform, or bus stops/bays on opposite sides of the road, access to both must conform to the same principles as for one platform or stop.

### I. ACCESS FOR PEOPLE WITH MOBILITY IMPAIRMENT:

At this level, there could be problems for people with mobility problems to cross over the tracks, or make extensive detours to the nearest bridge. Footbridges are often narrow and steep, and are unwieldy and expensive to rebuild conforming to current accessibility requirements.

I. There is a need to create full access to both platforms from adjacent road or paths but if this is not practicable, safe means of crossing tracks need to be provided.

II. On slower speed lines, restoration of foot crossings with a simple form of track circuit operated gateway, lights and warning siren could be a solution.

### I. STAFFING:

Not generally applicable at this level of facility. However:

I. At locations where a business can be established, human presence to be encouraged, even when not transport related. This also automatically improves the security at the station.

### I. TICKET & INFORMATION SERVICES:

Similar comments as category G, but with greater usage, better arrangements to be provided.

I. If possible, a ticket agency should be established in a convenient location (village shop, etc).

II. At all stations, printed departure sheets to be in alpha format and list most popular destinations for main and connecting transport; separating weekday and weekend timings.

III. Location of platforms or stands for services in both directions should to be clearly indicated.

IV. Real time information provided by remotely operated screens, with public address back-up.

V. There should be an information board including local attractions, walking and cycling routes, directions to local centre, accommodation, TIC, etc.

### I. DIRECTIONAL SIGNING:

Similar comments as category G.

I. As stations serve more diverse settlements, create good information trail between station and local centres, attractions and such as refreshments, toilets, telephones, locally provided.

- I. LIGHTING: Standards of lighting as category G but more widespread.
  - II. Routes for interchange between car park, bus, taxi, etc and train or bus to be well lit.
  - III. Also applies to approach roads, pavements, foot/ cycle paths and footbridges/ foot crossing.
- 
- I. WAITING FACILITIES:
  - II. Shelters to be higher standard and capacity, and at train stations, on each platform.
  - III. More than basic seating to be provided and heating specified
  - IV. At bus stops and stations in village or town centres where there is no obvious room for enclosed shelters, alternative premises to be used or acquired for this purpose if possible.
- 
- I. REFRESHMENTS:
  - II. TOILETS:
  - III. OTHER STATION SERVICES:  
Not applicable at this level of facility.
- 
- I. BUILDING QUALITY, MAINTENANCE & CLEANLINESS
  - II. As category G, except many of these stations will be centrally located. Being in the public eye, they are vandal-prone so maintenance and cleaning regimes are critical.
- 
- I. STATION ENVIRONMENT:  
Comments as category G stations.
  - I. Litter bins to be provided at this level of facility. Litter to be regularly cleared.
- 
- I. SAFETY & SECURITY  
As above, locations of these stations are more in the public eye and safety and security lapses will be noticed with greater detrimental effects on patronage.
- 
- I. BUS & TAXI INTERCHANGE:  
These begin to assume greater importance. Stations are unlikely to require special facilities but
  - I. access should be made easy to local buses and taxis,
  - II. information about such services and access points should be clearly shown on general panels.
- 
- I. CYCLE FACILITIES:  
This mode assumes increasing importance for this category.
  - I. Ease of access to trains (and buses in future) to be achieved by improving disabled facilities.
  - II. Lockable cycle racks to be provided where demand exists.
  - III. Information on local cycle routes and access to cycle trails to be provided.
- 
- I. CAR PARKING:  
Parking provision assumes some importance at these station and bus stops
  - I. In tourist areas, car-borne visitors encouraged to park and ride to avoid local congestion.
  - II. Video surveillance of waiting areas and along access roads to the station to be provided.
- 
- I. TOURIST INFORMATION:
  - II. This can generally be provided as a key part of the general information panel, which should be provided at a prominent point of exit from the station.
  - III. TELEPHONES:
  - IV. If there is a telephone in the vicinity, this should be clearly signed from the station.
  - V. RETAIL SERVICES:

Not applicable at this level of facility.

## CATEGORY E: SMALL STAFFED STATIONS

We have identified 34 railway stations in Wales that should be in this category. Currently, there are only 13 but growth is anticipated through introduction of independent management, or by including them as parts of other, community-based, developments. By implication, staffed stations take facilities provision a step further and permit a much wider range of good quality facilities to be offered. Often though, staffing can only be justified for a limited period, and it is important in such instances that times of staffing are clearly shown, along with notice of how key services are provided outside those hours, whether on train or bus, or at nearby locations.

I. ACCESS TO THE STATION:

II. ACCESS WITHIN THE STATION:

III. ACCESS FOR PEOPLE WITH DISABILITIES:

Same principles apply as for category F.

I. STAFFING:

This is the first level at which staffing applies.

I. Staff to be available during normal business hours, probably around 07.00hrs to 17.00 hrs. Times to be clearly posted and should differentiate between weekdays and weekends.

II. Staff must be trained in customer care, including disability awareness and first aid.

III. They should be responsible for the day to day running of the station, even for services such as cleaning and maintenance though these may be contracted out.

IV. There is an increasing assumption that some stations may not be manned by Train Operating Company staff but contracted out to independents who may also run an associated business, from the premises, (as at Newtown and Pembrey & Burry Port Stations).

I. TICKET & INFORMATION SERVICES:

Ticket offices will be present from station in this category and above many travel tickets will be purchased and customers making enquiries or advance bookings.

I. Offices to be well lit and fitted with induction loops.

II. Attentive staff to be able to help with passengers' other needs luggage, tourist enquiries etc.

I. DIRECTIONAL SIGNING:

II. LIGHTING:

The same principles apply as for category F.

I. WAITING FACILITIES:

A. During staffed period, main waiting facilities to be in ticket and information area.

B. In the style of a customer lounge, carpeting, comfortable seating, heated and well lit.

C. Staff to be visible and available for information and reassurance.

D. Real time information, tourist information and vending machines to be available.

I. REFRESHMENTS:

A. Some form of refreshments should be offered, if only from vending machines.

B. If possible, a more comprehensive service to be encouraged by station staff selling basics such as hot and cold drinks, sandwiches and confectionery.

C. If no refreshments are provided, information and directions should be provided as to the nearest available café.

I. TOILETS:

At this category, it is proposed that toilets should be available, including those for the disabled. Where refreshments are served, this is already of course, mandatory.

A. Hours of opening should be at least during station staffing times, and preferably during the period the station is in operation (protected by security cameras).

B. At other times and where toilets are not provided, information should be made available on the nearest facilities to the station.

I. OTHER STATION SERVICES:

These would be at the discretion of the station operator. It is not proposed that any more than basic transport and tourist information services be available at this category of station.

I. BUILDING QUALITY, MAINTENANCE & CLEANLINESS:

As the station is staffed with a wider range of services, it is desirable to have robust, permanent buildings.

I. A regime of regular maintenance and cleaning should be in place to ensure station is always clean and presentable.

II. Passenger waiting facilities and toilets to be kept clean regularly throughout the day, heating and lighting problems rectified within one day.

I. STATION ENVIRONMENT:

II. Persons charged with cleaning and maintenance to also cover the local environment around the station or arrange with local council to include in their responsibilities.

I. SAFETY & SECURITY

II. At this level, staff will be able to assist in creating safe and secure environment, but outside staffed hours, security cameras and use of good lighting to be mandatory, including car parks.

I. BUS & TAXI INTERCHANGE

II. Limited facilities for pick up and set down to be introduced, clearly marked out.

I. CYCLE FACILITIES:

II. The provision of simple cycle stands becomes feasible where staffing provides some degree of security.

I. CAR PARKING:

II. At this level, basic provision should be made for parking, level provided according to user demand. Security cameras essential.

I. TOURIST INFORMATION:

II. At this level, basic information can be provided by station staff, though local information panels should include key tourist information.

I. TELEPHONES:

As for category F stations.

I. RETAIL SERVICES:

II. Often, a station agent can provide newspapers, magazines, tourist information/maps, confectionery, left luggage etc and this should be encouraged if possible.

## CATEGORY D: MEDIUM STAFFED STATIONS

We have identified 13 stations in Wales that should be in this category. As a general rule, any town with 20,000 population or over should have a station of at least such status. These stations should normally be staffed for the full duration of transport services, though may still offer only limited manned facilities. However, provision of interchange becomes much more important and such stations should have at least key transport connecting links in place.

### I. ACCESS TO THE STATION:

Same basics as for category E, but there are important extras to consider.

- I. Usage will be greater and there will be a significant car parking requirement,
- II. Taxis become prominent and need parking/pick up bays
- III. Certain bus routes would ideally call directly at the station.
- IV. Traffic management and calming measures may be required together with treatment of access at junctions between station approach and principal roads.

### I. ACCESS WITHIN THE STATION:

- II. Stations are likely to be larger, so clear signing to platforms or bus stops becomes more critical, showing major destinations served in every direction.
- III. Access to platforms should be by lifts or ramps rather than footbridges.
- IV. Cross track access to be encouraged by signal linked gates except on high-speed lines.

### I. ACCESS FOR PEOPLE WITH DISABILITIES:

Basic requirements as in category E.

- I. The presence of staff to be used to assist disabled to cross level crossings or roadways.
- II. Outside staffing hours, arrangements should be in place for pre-booking to enable provision of a suitably trained person to assist.

### I. STAFFING:

At this level of facility, it is essential for basic staffing throughout the period of service. As with category E, staff should cover a wide range of responsibilities, and there should be additional people if required at busy periods.

### I. TICKET & INFORMATION SERVICES:

As for category E but offices will need to offer a wider variety of tickets and services, including comprehensive tourist and local information.

### I. DIRECTIONAL SIGNING:

Basics as in category E but with:

- I. Wider use of connecting transport,
- II. Greater attention to information trails within the station area, as well as walking/onward bus routes to the town/village centre and local attractions.

### I. LIGHTING:

At this level, with greater use, lighting becomes a marketing as well as a security item. Places are well lit to make it attractive to wait for users and Meeters alike.

- I. Lights should always be illuminated in dull conditions by using light- rather than time- based sensors.

### I. WAITING FACILITIES:

Basics as in category E though with:

- I. Staffing throughout period of service,
- II. Full waiting facilities offered at all times.
- III. Where possible, links between waiting room, footbridge, platforms or bus stands to be weather protected.
- IV. At this level and above, passengers should expect to wait here in comfort until called for their approaching train or bus.

I. **REFRESHMENTS:**

At this level, refreshments become essential extra services.

- I. If possible, to be available at/adjacent to lounge, toilets and other station services.

I. **TOILETS:**

As for category E, except that:

- I. This level on, toilet provision should become mandatory.
- II. Where possible, these should be easily accessed under cover from the waiting lounge.

I. **OTHER STATION SERVICES:**

- II. From this level, it is essential that left luggage/cycle storage facilities are provided, with associated security. Other services at discretion of the operator, including cycle hire.

I. **BUILDING QUALITY, MAINTENANCE & CLEANLINESS:**

II. **STATION ENVIRONMENT:**

As for category E, but at a more frequent and comprehensive level.

I. **SAFETY & SECURITY:**

- II. Though staffed throughout time of transport service, remote areas of station and car parks need addition of security cameras and good lighting.

I. **BUS & TAXI INTERCHANGE:**

- II. Level of facilities to be expanded according to local conditions with pick up and set down points clearly marked.

I. **CYCLE FACILITIES:**

- II. Stands and lockable storage to be provided, with left luggage and security scanner.

I. **CAR PARKING:**

- II. This takes on greater importance as station user grows but principles as in category E.

I. **TOURIST INFORMATION:**

As for category E, though at a more comprehensive level.

- I. Attraction and bed booking service could be provided at appropriate locations. A touch screen facility could replace or supplement information boards.

I. **TELEPHONES:**

- II. From this level, provision of a telephone on or adjacent to the station to be mandatory.

I. **RETAIL SERVICES:**

As for category E stations.

**CATEGORY C:**

**IMPORTANT FEEDER STATIONS**

This has been a category in which we have included eight stations. In the railway context, it has limited scope, but in an integrated transport one, rather more so. They have a key role to play in linking with a fairly wide hinterland and as important hubs; must not only be staffed for the duration of transport service, but offer comprehensive local as well as transport, information services. Provision of catering, toilets and other services must be of a high and reliable standard.

### I. ACCESS TO THE STATION:

Basics as for category D, but with an important extra consideration:

- I. In this category it becomes highly desirable to create Transportation Centres, and elevating the status of approach roads and access to station forecourts, car parks, etc.
- II. It is sensible to have separate access or better segregation for pedestrians and cyclists.

### I. ACCESS WITHIN THE STATION:

Basics as for category D but with:

- I. Lifts for easy access between platforms, for those with mobility problems.
- II. More complex itineraries need comprehensive signing between interchanging modes.
- III. Staff should always be on hand to assist passengers.

### I. ACCESS FOR PEOPLE WITH DISABILITIES:

As for category D but at this level:

Staff to be available throughout period of transport service to assist with disabled people.

### I. STAFFING:

As for category D, but as interchange will be more prevalent:

- I. Staff need wider skills and knowledge of various transport modes, and problem solving.
- II. It is likely that separate staff will be needed for operational and commercial duties.
- III. It may be appropriate to have a station manager at this level.

### I. TICKET & INFORMATION SERVICES:

As for category D, but a further step change in level of ticketing and information.

- I. There should also be some sales of tourist-related facilities and possibly bed bookings.

### I. DIRECTIONAL SIGNING:

As for category D but with a further step-change with:

- I. Better and more comprehensive signing as there is likely to be greater interchange,
- II. More diverse destinations, the most well used of which to be comprehensively signed.

### I. LIGHTING:

A further development to category D, as there are quite likely to be other purposes than travel served by such stations.

- I. Lighting should be used to attract people to the facility as well as making them feel secure. With greater interchange, lighting needs to be provided to high standards on all routes connecting various modes within the station.

### I. WAITING FACILITIES:

As well as centrally sited waiting lounge, these stations should have:

- I. Satellite waiting rooms of good quality,
- II. Good communications to alert passengers to the arrival of connecting trains and buses.
- III. REFRESHMENTS:

As for category D, but with:

- I. Fully covered linkages between waiting and refreshment areas to be fully covered.
  - II. Refreshments to be provided for full duration of transport service.
- 
- I. **TOILETS:**  
As for category D, but with:
    - I. Provision of additional toilets on other platforms/areas where usage is high.
    - II. Addition of baby changing facilities as mandatory.
- 
- I. **OTHER STATION SERVICES:**
  - II. **SAFETY & SECURITY:**  
As for category D
- 
- I. **BUILDING QUALITY, MAINTENANCE & CLEANLINESS:**
  - II. A step-change from category D, with dedicated part/ full time cleaning operative. As well as cleaning waiting/ platform areas, tasks to extend to light fittings and paint work.
- 
- I. **STATION ENVIRONMENT:**  
At this level of greater interchange, the environmental effects of greater interchange need to be assessed, and landscaping assumes great importance if the facility is to look attractive.
- 
- I. **BUS & TAXI INTERCHANGE:**  
At this level, there is likely to be significant interchange.
    - I. Clearly defined areas to be provided for pick up and set down (multiple use spaces)
    - II. Provision for buses and coaches to turn or manoeuvre safely.
    - III. Waiting lounges to have real time information and paging for connecting transport.
- 
- I. **CYCLE FACILITIES:**  
At this level:
    - I. Cycle hire to be available subject to demand and availability of a local agent, who does not have to be at station (providing collection/ delivery service from own premises).
    - II. Good safe storage of cycles is required of all stations.
- 
- I. **CAR PARKING:**  
Provision of adequate, good quality car parking at such locations and above is an imperative.
    - I. Public parking spaces to be those closest to the station with staff parking more remote.
    - II. Where possible, all-weather access routes from car park to station to be provided.
    - III. Short stay parking should be provided nearer the station buildings.
- 
- I. **TOURIST INFORMATION:**  
As for category D, only at a more comprehensive level of provision.
- 
- I. **TELEPHONES:**
    - II. Telephones must be provided in the waiting lounge.
    - III. Additional phones may be provided in the forecourt.
- 
- I. **RETAIL SERVICES:**  
At this level of facility, it will be important to encourage small retail outlets, often traditional on stations, to be operated by station owners or independent as circumstances permit.

## CATEGORY B: REGIONAL HUB STATIONS

Nine stations fall into this category, and three of these are associated with Ferryports. This is where we have introduced the concept of Transportation Centres, as these will attract the critical mass necessary to provide justification for a wide range of facilities. It also permits one point in the area where all the facilities people require for intercity transport to be available as a matter of course e.g. car parking, taxis, refreshments, tourist information, car hire, etc.

- I. ACCESS TO THE STATION:  
As for category C but at this stage,
- I. Concentration of all public transport at one terminal becomes mandatory and design of access much more prescribed.
  
- I. ACCESS WITHIN THE STATION:  
As for category C but recognising higher still levels of activity.
  
- I. ACCESS FOR PEOPLE WITH DISABILITIES:  
At this level, there is likely to be:
  - I. A significant need for a fully staffed presence. Greater throughput of interchange needs design of facilities to be more thorough and visual and audible information more direct.
  
- I. STAFFING:  
As for category C but there should be:
  - I. A Station Manager, ensuring all customer services fully co-ordinated and delivered on site. This is a key failing at many existing train and bus stations in Wales and elsewhere.
  
- I. TICKET & INFORMATION SERVICES:  
At this level, there should be:
  - I. A very comprehensive ticketing and information service for tourists and other travellers to get information and service on all relevant matters with confidence. This requires staff to be multi-skilled in providing a wide range of customer services.
  
- I. DIRECTIONAL SIGNING:  
Principles as for previous categories but with:
  - I. Even more comprehensive provision.
  
- I. LIGHTING:  
There has to be a further step change in lighting as this level of station will invariably be a local centre of significance beyond transport services.
  
- I. WAITING FACILITIES:  
At this level, the waiting lounge assumes much greater significance, and should:
  - I. Offer a wide range of other services in the area, including retail outlets.
  
- I. REFRESHMENTS:  
At this level, there should be:
  - I. A wide range of refreshment provision which will include additional satellite outlets on platforms or adjacent to bus stands.
  - II. The main outlet must be open for the duration of transport service.

- I. TOILETS:
  - At this level facilities should offer:
  - I. Full toilet, washing, shower, baby changing, etc. facilities, with some provision at satellite locations. However, we argue against charging for basic toilet provision as this discriminates against people without change or foreigners without British currency.
  
- I. OTHER STATION SERVICES:
  - All additional services noted above to be provided, plus
  - I. Cycle and car hire as standard (if necessary through freephone links).
  
- I. BUILDING QUALITY, MAINTENANCE & CLEANLINESS:
  - At this level, it would be desirable to have
  - I. A full time operative for general maintenance and cleaning tasks.
  
- I. STATION ENVIRONMENT:
  - A regional station and its surroundings will be the first introduction to the area for many visitors and great attention needs to be paid to:
  - I. Integrating environmental features of the station and surrounding areas through partnership with local authority and other businesses in the area.
  
- I. SAFETY & SECURITY:
  - At this level, it is desirable to include:
  - I. A security person on duty during the main part of the day and evenings, ensuring the basics outlined earlier are still in place and to increase passenger confidence.
  
- I. BUS & TAXI INTERCHANGE:
  - At this level, it is expected:
  - I. All regional bus/coach services and most local bus services to be concentrated at one location. Taxi provision to cater for a wide cross-section of travellers. Comprehensive provision to be built in to station design for smooth transition between modes.
  
- I. CYCLE FACILITIES:
  - II. Full cycle storage, access and hire facilities to be standard at this level of facility.
  
- I. CAR PARKING:
  - II. A very high level of provision and quality, backed by security and regular patrolling.
  - III. Spaces to be provided for local car hire companies.
  
- I. TOURIST INFORMATION:
  - II. Where possible, such locations should also have a manned Tourist Information Centre, though this could be an integral part of the ticket and information office provision.
  
- I. TELEPHONES:
  - II. A high level of telephone provision to be provided, in waiting areas, concourse, key platforms and in forecourt areas.
  
- I. RETAIL SERVICES:
  - II. At this level, it is desirable to franchise the provision of some retailing, as such stations will have a major throughput from their development as major transport and community hubs.

**CATEGORY A: NATIONAL HUB STATIONS**

At the very top of the hierarchy are just two terminals, both serving Cardiff; Central Station with its adjacent train, coach and bus terminals; and Cardiff International Airport which has poor public transport interchange currently. There are considered to be two further national hubs serving Wales, but these, at Chester and Shrewsbury, being outside the country, are also outside the remit of this Study.

Such National Hubs will have all the facilities and attributes of Regional Hubs but their throughput will be such as to attract a whole range of other services by commercial operators.

Cardiff International Airport provides an excellent example of this. Cardiff Central Train and Bus/Coach Stations, being situated in the city centre, do not need to provide such a wide range of retail services, but there is much that needs to be done to integrate the transport and associated services at the adjacent stations to create a truly world class, capital city facility that Wales can be proud of.

The Principles outlined progressively through the categories would all need to be included at this highest level, and at standards contemporary with the best elsewhere. Being highly specific, these interchanges would need to be fully considered in an independent study, and therefore outwith the scope of this Study.

## Stations in Wales by Category: Our Recommendations

	TRAIN	COACH	BUS	AIR	CYCLE
<b>A National Hub</b>					
Cardiff Central	*	*	*		*
Cardiff International			*	*	
Chester +	*	*	*		*
Shrewsbury +	*	*	*		*

+ - not in Wales but important to Wales

	TRAIN	COACH	BUS	FERRY	CYCLE
<b>B Regional Hub</b>					
Aberystwyth	*	*	*		*
Bangor	*	*	*		*
Carmarthen	*	*	*		*
Fishguard Ferryport	*	*	*	*	*
Holyhead Ferryport	*	*	*	*	*
Newport	*	*	*		*
Newtown	*	*	*		*
Swansea	*	*	*	*	*
Wrexham	*	*	*		*

	TRAIN	COACH	BUS	FERRY	CYCLE
<b>C Important Feeder</b>					
Abergavenny	*	*	*		*
Haverfordwest	*	*	*		*
Hereford +	*	*	*		*
Llandudno Junction	*		*		*
Machynlleth	*		*		*
Pembroke Dock	*	*	*	*	*
Port Talbot	*	*	*		*
Rhyl	*	*	*		*

+ - not in Wales but important to Wales

	TRAIN	COACH	BUS	CYCLE
<b>D Medium, Staffed</b>				
Barry	*		*	*
Bridgend	*	*	*	*
Caernarfon		*	*	*
Caerphilly	*		*	*
Cardiff Queen Street	*		*	
Colwyn Bay	*	*	*	*
Llandudno	*	*	*	*
Llandrindod Wells	*		*	*
Llanelli	*	*	*	*
Merthyr Tydfil	*	*	*	*
Neath	*	*	*	*
Oswestry/Gobowen	*	*	*	*

Pontypridd

\* \* \* \*

**E Small, Staffed**

	TRAIN	COACH	BUS	CYCLE
Aberdare	*	*	*	
Bargoed	*		*	
Barmouth	*		*	*
Brecon		*	*	*
Caerleon	*		*	
Cardiff Bay	*		*	
Chepstow	*	*	*	*
Conwy	*		*	*
Cwmbran	*		*	*
Dolgellau		*	*	*
Flint	*	*	*	*
Gowerton	*		*	*
Knighton	*		*	
Llandovery	*		*	*
Llantwit Major	*		*	
Maesteg	*		*	
Milford Haven	*	*	*	*
Monmouth		*	*	
Mountain Ash	*		*	
Pembrey & Burry Port	*		*	*
Pembroke	*	*	*	*
Penarth	*		*	*
Porth	*		*	*
Porthmadog	*	*	*	*
Pyle	*		*	*
Prestatyn	*	*	*	*
Pwllheli	*	*	*	
Shotton	*		*	
Tenby	*	*	*	*
Trefforest	*		*	*
Treorchy	*		*	
Tywyn	*		*	*
Welshpool	*	*	*	*
Whitland	*		*	
Ystrad Mynach	*		*	

**F Small, Unstaffed (North Wales)**

	TRAIN	COACH	BUS	CYCLE
Abergele	*		*	*
Amlwch			*	
Beaumaris			*	
Betws y Coed	*		*	*
Blaenau Ffestiniog	*		*	*
Buckley	*		*	
Chirk	*		*	
Criccieth	*		*	*
Denbigh	*		*	
Harlech	*		*	*

Holywell		*		
Llanberis			*	
Llangefni			*	
Llangollen		*	*	*
Llanrwst	*		*	*

**Small, Unstaffed, North Wales** (continued)

	TRAIN	COACH	BUS	CYCLE
Mold			*	
Ruabon	*		*	*
Ruthin			*	
St Asaph			*	
Tan y Bwlch			*	

**F Small, Unstaffed (Mid Wales)**

	TRAIN	COACH	BUS	CYCLE
Aberdyfi	*		*	*
Aberaeron			*	
Bala			*	
Borth	*		*	
Builth Wells			*	*
Caersws	*		*	
Cardigan			*	
Devil's Bridge			*	
Hay on Wye			*	
Lampeter			*	
Llanidloes		*	*	*
Llanymynech			*	
Llanwrtyd Wells	*		*	*
Rhayader			*	
Synod Inn			*	
Tregaron			*	

**F Small, Unstaffed (South Wales)**

	TRAIN	COACH	BUS	CYCLE
Abercynon	*		*	*
Ammanford	*		*	*
Blackwood			*	
Blaenafon			*	
Ebbw Vale		*	*	
Fishguard Town			*	
Glyn Neath			*	
Hirwaun			*	
Kidwelly	*	*	*	*
Llandeilo	*		*	*
Neyland		*		
Newcastle Emlyn			*	
Oystermouth			*	
Pontardawe			*	
Pontarddulais	*		*	
Pontypool & New Inn	*		*	*
Rhymney	*		*	
St David's			*	

Severn Tunnel Junction  
Tredegar

\*

\*

\*

**G Low Use, Unstaffed**

	TRAIN	BUS	CYCLE	WALK
Aberdaron		*		*
Aberdulais		*		*
Aberporth		*		*
Abersoch		*		*
Beddgelert		*	*	*
Benllech		*		*
Broad Haven		*		*
Builth Road	*			*
Capel Curig		*	*	*
Corris		*		*
Corwen		*		*
Cowbridge		*		*
Craig y Nos		*		*
Crickhowell		*		*
Cymmer		*		*
Dovey Junction	*			*
Fairbourne	*	*	*	*
Laugharne		*		*
Llandysul		*		*
Llanfairpwll	*	*		*
Llangadog	*	*		*
Llantwit Major		*	*	*
Narberth	*	*	*	*
Nefyn		*		*
New Quay		*		*
Oxwich Bay		*		*
Penygwryd		*	*	*
Pontneddfechan		*		*
Presteigne		*		*
Raglan		*		*
Rhossili		*		*
Saundersfoot	*	*	*	*
Sennybridge		*		*
Storey Arms		*		*
Talgarth		*		*
Talybont (Gwynedd)		*		*
Talybont on Usk		*		*
Tintern		*	*	*
Usk		*		*

## ACKNOWLEDGEMENTS

**To the Sustainable Transport and Tourism Wales Group for commissioning DSW Rail and Transport for Leisure to undertake this work.**

**To Leo Markham, Transport & Marketing Consultant for much input on buses and coaches at interchanges and for contributing valuable advice on innovation.**

To the following who represented a cross-section of the tourist and transport sector in advising on this report:

Carmarthenshire County Council:	Kath Timothy
SPARC/Greenways:	Kirsty Morris
	Sarah Warbey
Sustrans:	Mike Duxbury
This Week Wales:	Terry Jackson
Wales Tourist Board:	Kim Colebrook

We also referred extensively to the following publications:

What Does the Passenger Want? Rail Passengers Council

Train and Station Services for Disabled Passengers-Code of Practice: ORR

Developing Modern Facilities at Stations: Railtrack.

Tourist Friendly Transport Interchanges: DSW Rail & Transport for Leisure

The Riviera Project: Devon & Cornwall Rail Partnership & Railtrack

National Assembly for Wales: Guidance Notes for completion of Transport Grant Bids.

New Futures for Rural Rail-An Agenda for Action: TR&IN

What Use are Rural Railways: TR&IN

Various articles from Modern Railways, Passenger Rail Management, Rail Professional.

The main body of this Report has been written and compiled by John Davies, a Director of DSW Rail Limited, with extensive additions and editing by Colin Speakman, Managing Director of Transport for Leisure Limited.