

**BCBC ACTIVE TRAVEL PUBLIC ENGAGEMENT
REPORTS:**



PRINCESS WAY – BRACKLA



February 2025

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1.0 INTRODUCTION

- 1.0.1 This report presents the outcomes of recent community engagement undertaken as part of the active travel plans along Princess Way, Brackla. The report shows the results of an in-person community engagement event that took place on Wednesday 13th November 2024, and online survey in which residents were given the chance to have their say on the current Princess Way active travel plans. All correspondence was conducted in Welsh and English.
- 1.0.2 The following sections display the plans for active travel along Princess Way, shown to residents in-person and online, and will outline the key objectives of such plans. Chapter 2.0 will present the outcomes of the engagement session, summarising the results of the survey conducted during the in-person community event and made available online, and analysing the combined results to determine public support for the proposed plans. Chapter 3.0 will conclude the findings of this report and outline the next steps of the active travel scheme.

1.1 SCHEME OVERVIEW

- 1.1.1 Figure 1 and Figure 2 (see page 5 and page 6) were presented to residents during the in-person community engagement event and were also attached to the online survey. The maps outline the study area and details of Phase 1 and Phase 2 of the plans for active travel along Princess Way, along with adjacent existing ATR's and the proposed Ysgol Bro Ogwr site.

1.2 OBJECTIVES OF THE SCHEME

- 1.2.1 The objectives of the Princess Way active travel scheme, as outlined by the WeTAG 0 case for change, are:
- Objective 1 – Coherent: Link the project area to existing and planned surrounding active travel infrastructure, notably the planned Channel View route, to further contribute to the provision of easily navigable routes.
 - Objective 2 – Direct: Develop an active travel route along Princess Way that follows natural and established desire lines to allow for enhanced and time-efficient active travel journeys throughout Brackla and outward to strategically important locations, such as Bridgend town centre.
 - Objective 3 – Safe: Design an active travel route that prioritises safety by reducing the risk of conflict between users and considers all user demands.
 - Objective 4 – Comfortable: Develop an active travel route that enhances active travel movement by minimising steep gradients, providing good lighting, and utilising smooth and well-maintained surfaces.
 - Objective 5 – Attractive: Design an active travel route that contributes to good urban design and effective placemaking by integrating with the surrounding area, improving the experience of travelling between strategically important locations, such as Bridgend town centre.

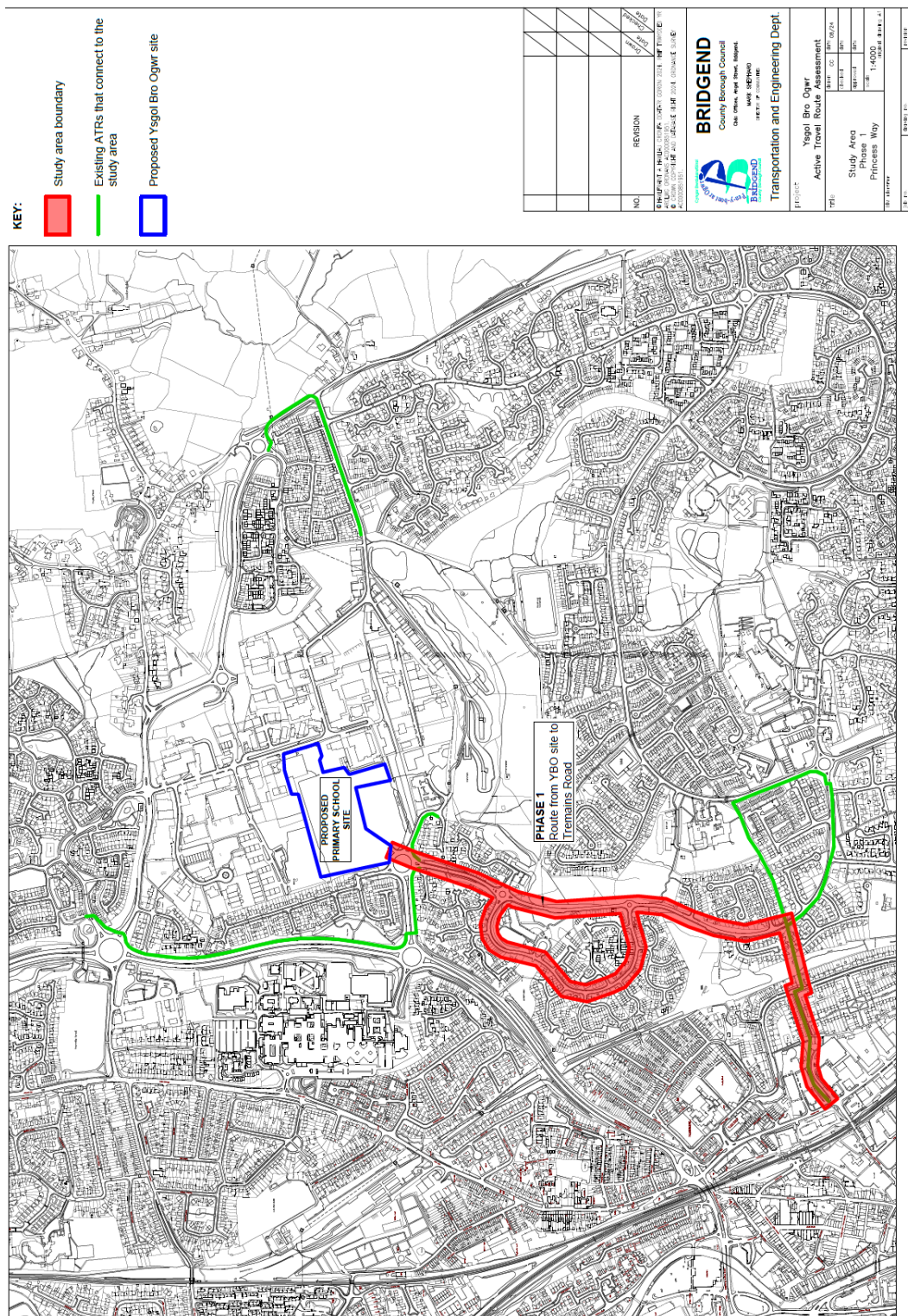


Figure 1. A map presented to residents during the in-person community engagement event and as part of the online survey. The map outlines the study area boundary of Scheme Phase 1 (red) with existing ATR's (green) and the proposed Ysgol Bro Ogwr site (blue).

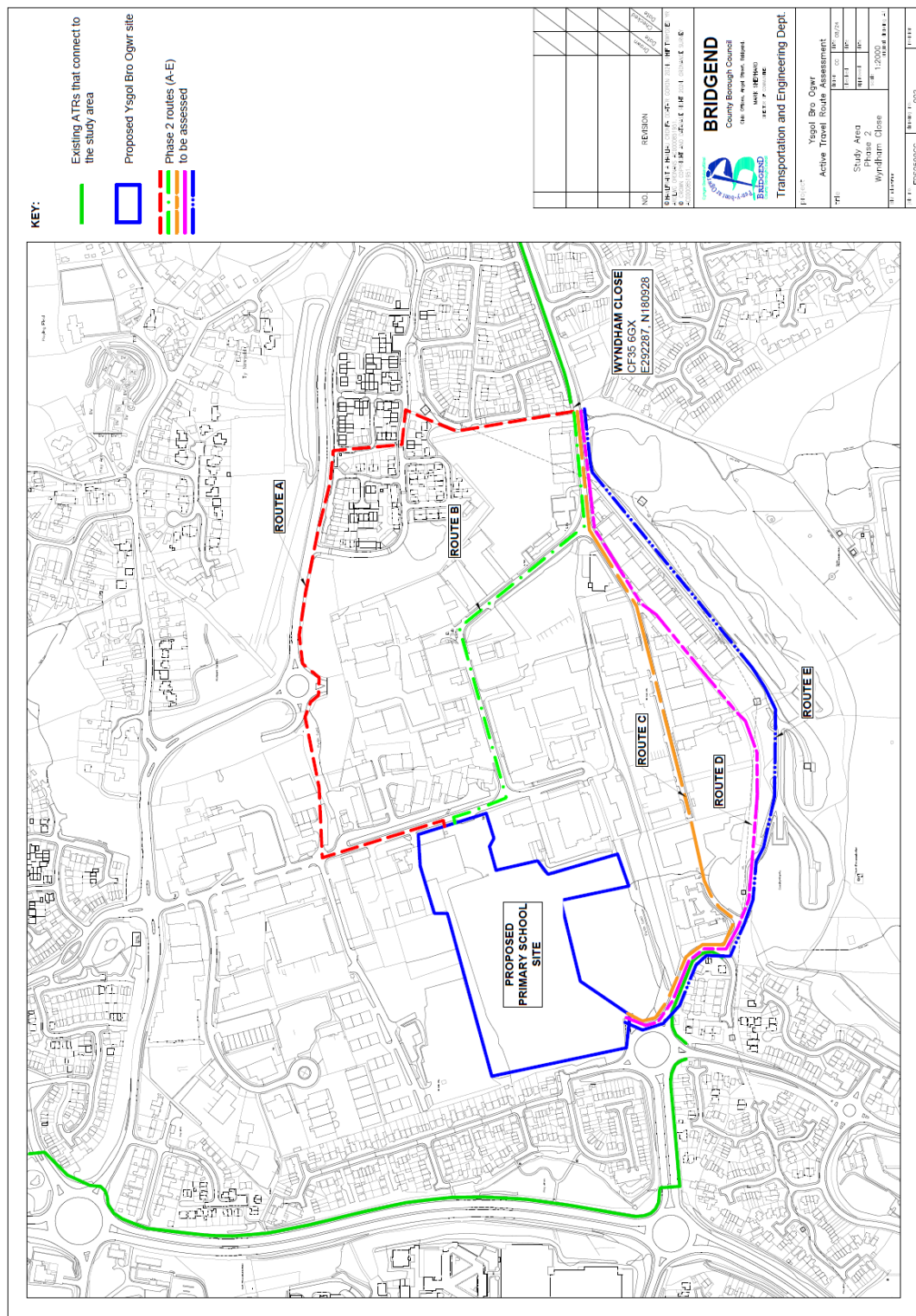


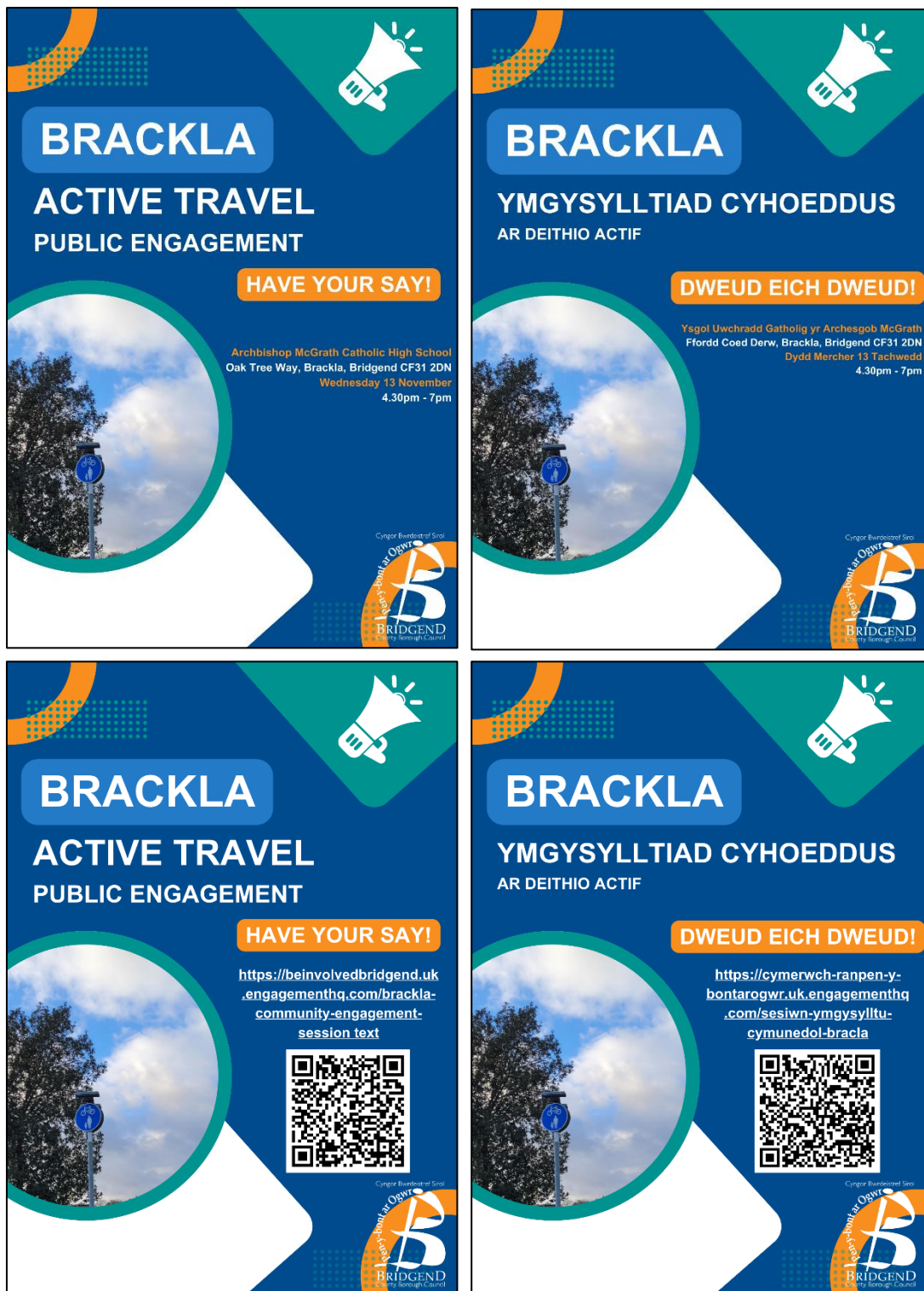
Figure 2. A map presented to residents during the in-person community engagement event and as part of the online survey. The map outlines the routes (A-E) to be assessed as part of Scheme Phase 2 with study area with existing ATR's (green) and the proposed Ysgol Bro Ogwr site (blue).

2.0 SUMMARY OF PUBLIC ENGAGEMENT

- 2.0.1 This chapter contains the results of the in-person engagement session and the online survey conducted as part of the active travel plans along Princess Way. As the same survey was made available to residents during the in-person engagement session and later online, both sets of results have been combined for analysis below. A total of 24 participants completed the survey.
- 2.0.2 The following sections present and analyse the results of the survey in order of question, utilising tables and clustered column charts to illustrate the results of each survey (in-person and online), and pie charts to show the combined results and outcome of each question in a comprehensive format.

2.1 METHODS OF PROMOTION

- 2.1.1 BCBC adopted numerous strategies to promote the community engagement session, ensuring that it informed as many residents as possible. Promotional posters (Figure 3) were placed in high-traffic areas within Brackla and posted online prior to the session. BCBC also advertised via social media, weekly resident bulletin posts, and conducted outreach through relevant stakeholder groups.
- 2.1.2 The community engagement session took place on Wednesday 13th November 2024, 4:30pm-7pm. In order to allow the most residents to attend, the session was organised to take place outside of typical work hours and adopted a drop-in nature with a short presentation at the beginning, enabling residents to drop-in at the most convenient time.
- 2.1.3 Before residents left the session, they were asked to complete a short survey, made available by paper copies and a digital copy accessed via a QR code, on their thoughts on the scheme. The questions and responses can be seen in the tables below.
- 2.1.4 Following the community engagement session, the online survey was advertised through social media and resident bulletin posts in an attempt to engage with residents that had not attended the in-person event. All promotional measures were undertaken in both Welsh and English.



Top

Bottom

Figure 3. Examples of a poster (in Welsh and English) that was posted in high-traffic areas throughout Brackla to advertise the in-person active travel engagement session (top), and later, the online survey that was made available for two weeks after the in-person event (bottom).

2.2 Q1: HOW OFTEN DO YOU WALK OR CYCLE IN YOUR DAILY TRAVEL?

- 2.2.1 The first question of the survey aims to measure current use of active travel by Brackla residents as part of their daily commute. Quantifying this allows for estimates to be made of current demand for an improved active travel infrastructure, the potential for increasing use of active travel, and future level of use comparisons to measure the effectiveness of the active travel scheme.
- 2.2.2 The survey results (Table 1) show that 33% of people walk or cycle 7 days a week as part of their daily travel. A further 21% indicated that they walk or cycle 5-6 days, 17% 2-4 days a week, and another 17% once a week. Such results demonstrate that a significant proportion of residents that completed the survey frequently utilise active travel as part of their daily travel.

Q1: HOW OFTEN DO YOU WALK OR CYCLE IN YOUR DAILY TRAVEL?									
	7 days a week	5-6 days a week	2-4 days a week	Once a week	Once a fortnight	Once a month	Less often	Never	Total
IN-PERSON SURVEY	5	1	1	1	0	0	0	1	9
ONLINE SURVEY	3	4	3	3	0	0	1	1	15
COMBINED RESULTS	8	5	4	4	0	0	1	2	24

Table 1. Results of survey question 1, "How often do you walk or cycle in your daily travel?", divided by the categories "in-person survey", "online survey", and "combined results".

- 2.2.3 A total of 21 out of 24 participants stated that they walk or cycle at least once a week as part of their daily travel. This indicates that future improvements to active travel infrastructure along Princess Way are likely to have an impact on a considerable amount of people.
- 2.2.4 Despite this, 8% of residents said that they never walk or cycle in their daily travel. This figure is important as this particular group of residents will be key in providing information on the reasons for this in the next question.

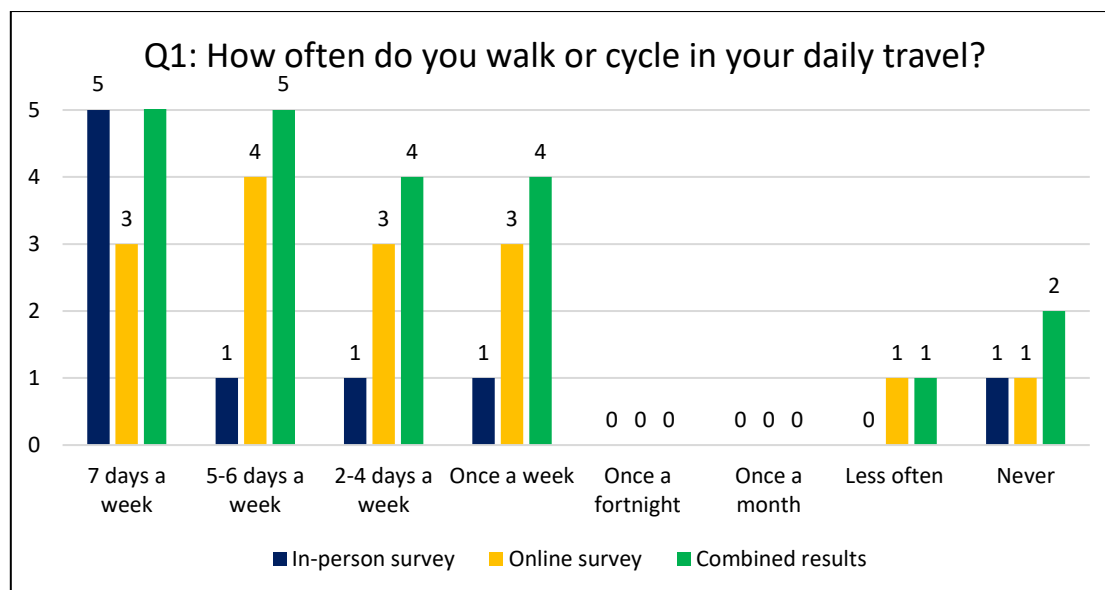


Figure 4. A chart showing the results of survey question 1, “How often do you walk or cycle in your daily travel?”, divided by the categories “in-person survey” (navy), “online survey” (orange), and “combined results” (green).

2.2.5 Figure 4 displays the results of the first survey question, split by the answers received during the in-person survey, online survey, and a combined figure to help visualise the overall results. Figure 5 shows the combined results in a pie chart, clearly demonstrating the high level of use of active travel among residents of Brackla.

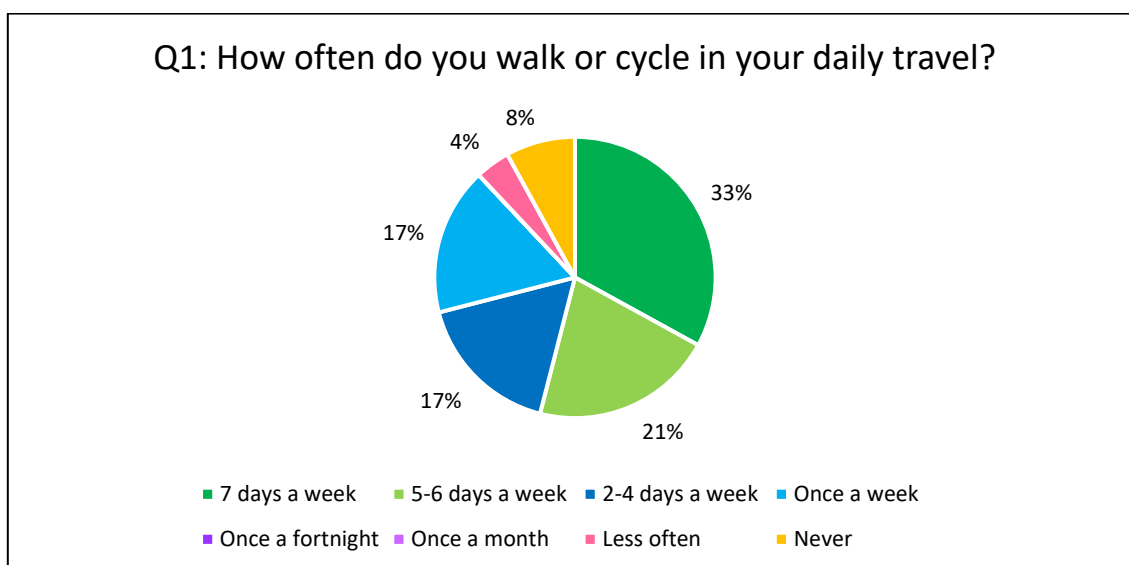


Figure 5. A pie chart showing the results of survey question 1, “How often do you walk or cycle in your daily travel?”, displaying the categories “7 days a week” (green), “5-6 days a week” (lime green), “2-4 days a week” (navy), “once a week” (light blue), “less often” (pink), and “never” (orange). Categories that received no responses have been excluded from the chart. These categories are “once a fortnight” (dark purple) and “once a month” (purple).

2.3 Q2: WHAT CURRENT DIFFICULTIES ARE THERE WITH WALKING OR CYCLING IN YOUR AREA?

- 2.3.1 In consideration of the results from the first survey question, the second question measures the difficulties that residents believe prevent them from walking and cycling more in their daily travel. The results show that lack of active travel facilities (29%) is the most common difficulty faced, followed by lack of safe crossings (27%) and time consuming (16%), convenience (13%), other difficulties not listed in the survey (11%), and finally health reasons (4%).
- 2.3.2 It should be noted that online respondents that selected other were not provided with a text box to list other difficulties as part of this question, and instead, were provided with the opportunity to note any further comments at the end of the survey.

Q2: WHAT CURRENT DIFFICULTIES ARE THERE WITH WALKING OR CYCLING IN YOUR AREA? (PLEASE TICK THOSE THAT APPLY)						
	Health reasons	Convenience	Safe crossings	Lack of active travel facilities	Time consuming	Other
IN-PERSON SURVEY	1	3	4	4	1	3
ONLINE SURVEY	1	3	8	9	6	2
COMBINED RESULTS	2	6	12	13	7	5

Table 2. Results of survey question 2, “What current difficulties are there with walking or cycling in your area?”, divided by the categories “in-person survey”, “online survey”, and “combined results”.

- 2.3.3 The results shown in Table 2 indicate that a variety of factors prevent the residents of Brackla from walking and cycling more in their daily travel. The selection of lack of active travel facilities as the main difficulty indicates that the proposed plans for additional active travel routes and infrastructure presented in the community engagement and online as a part of the survey are likely to have a positive impact and encourage more walking and cycling in the area. The difficulties of lack of safe crossings and convenience are also likely to be positively impacted by the active travel plans as additional routes will improve user safety and create a more direct and attractive active travel network. One resident noted in the online survey that “Cycling is difficult for non-cyclists. This is due to poor surface of cycle paths, poor network length and connectivity, inadequate space and conflict with pedestrians, difficult crossings and interfaces with paths and roads, weak junction infrastructure.” This comment provides further evidence that there is a demand for improved active travel infrastructure in the area.

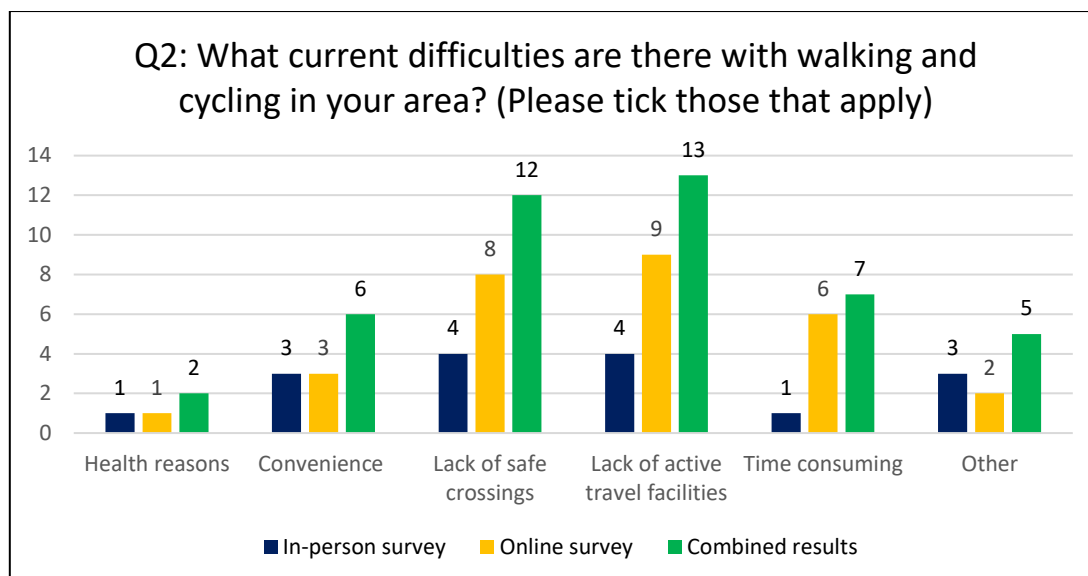


Figure 6. A chart showing the results of survey question 2, “What current difficulties are there with walking or cycling in your area?”, divided by the categories “in-person survey” (navy), “online survey” (orange), and “combined results” (green).

2.3.4 Figure 6 presents the results of question 2, helping to visualise the main difficulties to active travel selected in the in-person, online, and combined surveys. Figure 7 clearly displays the combined survey results for question 2, demonstrating that lack of active travel facilities (29%), lack of safe crossings (27%), and time consuming (16%) are the most common difficulties faced by residents of Brackla.

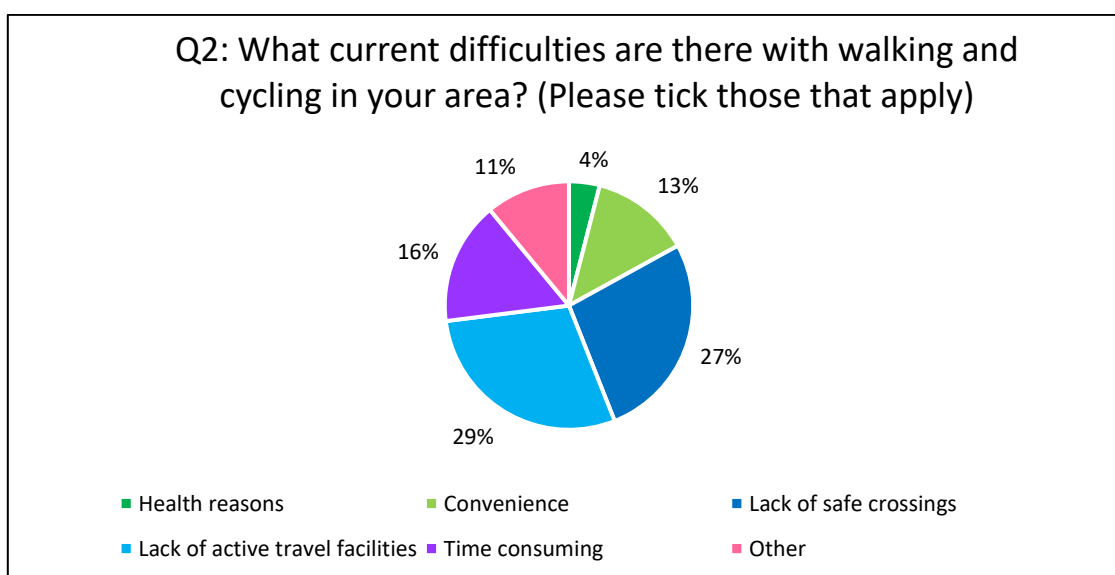


Figure 7. A pie chart showing the results of survey question 2, “What current difficulties are there with walking or cycling in your area?”, displaying the categories “health reasons” (green), “convenience” (lime green), “lack of safe crossings” (navy), “lack of active travel facilities” (light blue), “time consuming” (purple), and “other” (pink).

2.4 Q3: WILL THIS SCHEME ENCOURAGE YOU TO WALK OR CYCLE MORE THAN YOU CURRENTLY DO?

2.4.1 After highlighting the current difficulties faced with walking and cycling, the survey asks residents if the scheme would encourage them to walk and cycle more than they currently do. The combined survey results show that 50% of residents who completed the survey said that the scheme would encourage them to walk and cycle more, leaving 38% that said it would not encourage this and 12% undecided on this.

Q3: WILL THIS SCHEME ENCOURAGE YOU TO WALK OR CYCLE MORE THAN YOU CURRENTLY DO?			
	Yes	No	UNDECIDED
IN-PERSON SURVEY	5	3	1
ONLINE SURVEY	7	6	2
COMBINED RESULTS	12	9	3

Table 3. Results of survey question 3, “Will this scheme encourage you to walk or cycle more than you currently do?”, divided by the categories “in-person survey”, “online survey”, and “combined results”.

2.4.2 The results displayed in Table 3 are a clear assessment of public opinion regarding the plans for active travel in Brackla and show that the scheme would encourage the majority of residents to increase their level of active travel. This assessment is in line with the survey results presented and analysed in Sections 2.2 and 2.3. It should be noted, however, that 38% of residents said that the scheme would not encourage them to walk or cycle more than they currently do.

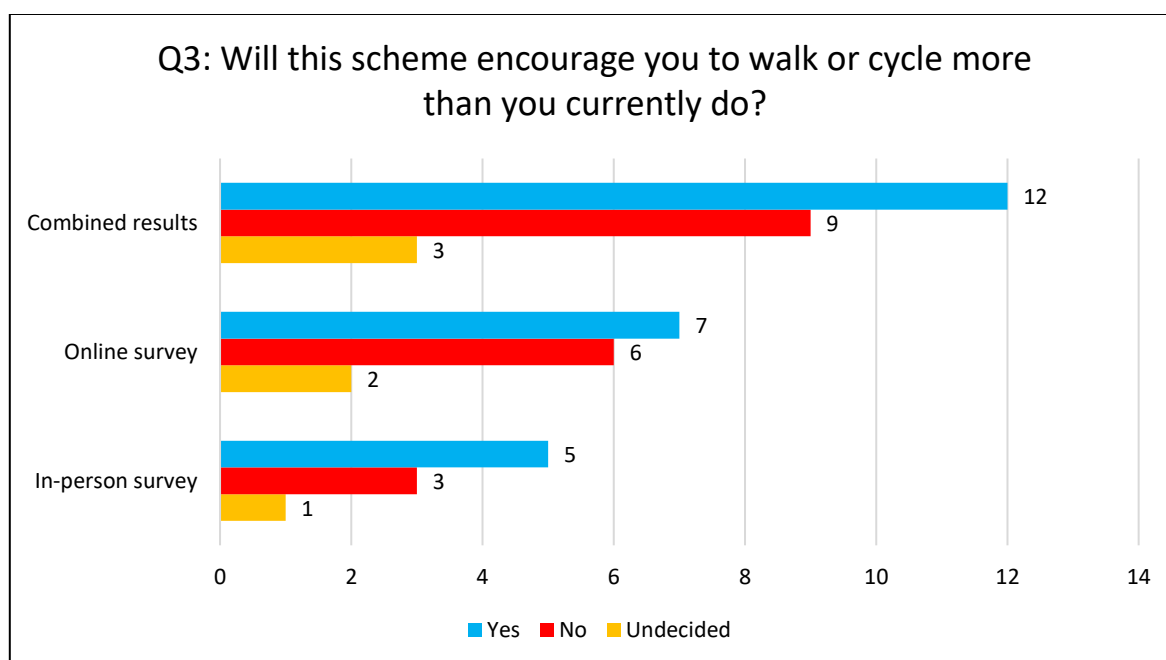


Figure 8. A chart showing the results of survey question 3, “Will this scheme encourage you to walk or cycle more than you currently do?”, divided by “yes” (blue), “no” (red), and “undecided” (orange).

- 2.4.3 Figure 8 presents the results of question 3 split by survey type (online, in-person, and combined), showing that 56% of in-person respondents said that the scheme would encourage them to increase their level of active travel, while only 47% of online respondents said the same. Figure 9 presents the overall result of question 3, clearly illustrating that half of residents believe that the Princess Way active travel scheme would encourage them to walk and cycle more than they currently do.

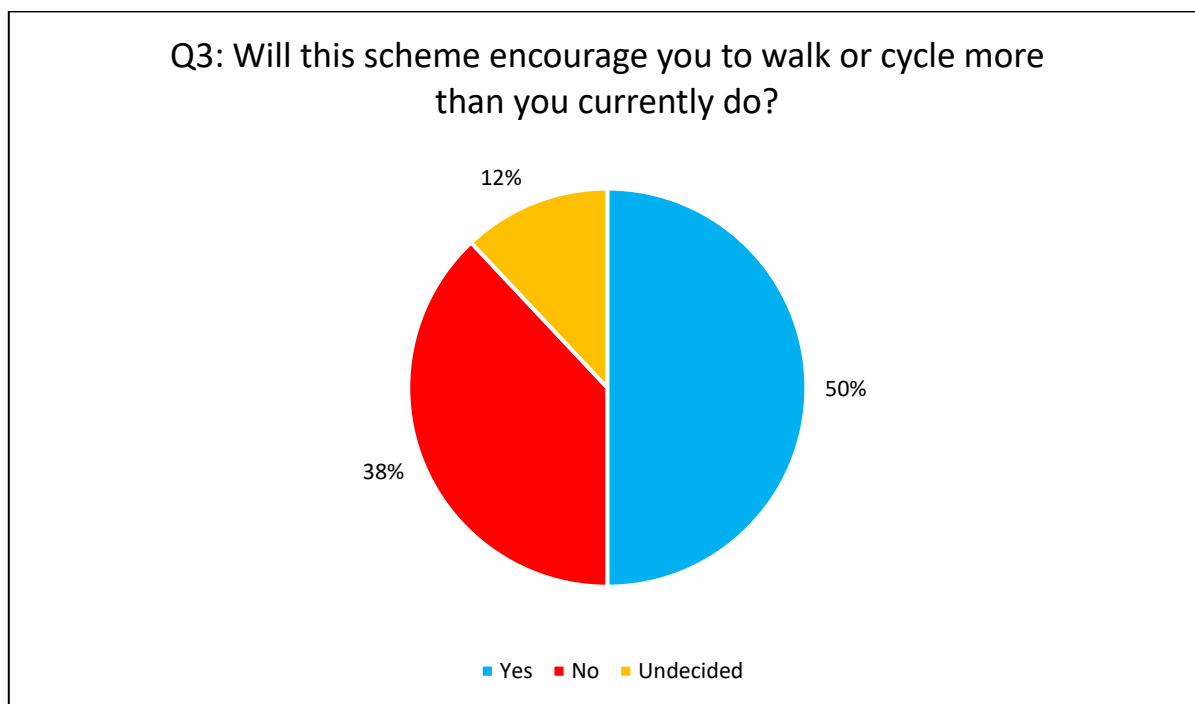


Figure 9. A pie chart showing the results of survey question 3, “Will this scheme encourage you to walk or cycle more than you currently do?”, divided by “yes” (blue), “no” (red), and “undecided” (orange).

2.5 Q4: WHICH ROUTE OPTION DO YOU SUPPORT THE MOST?

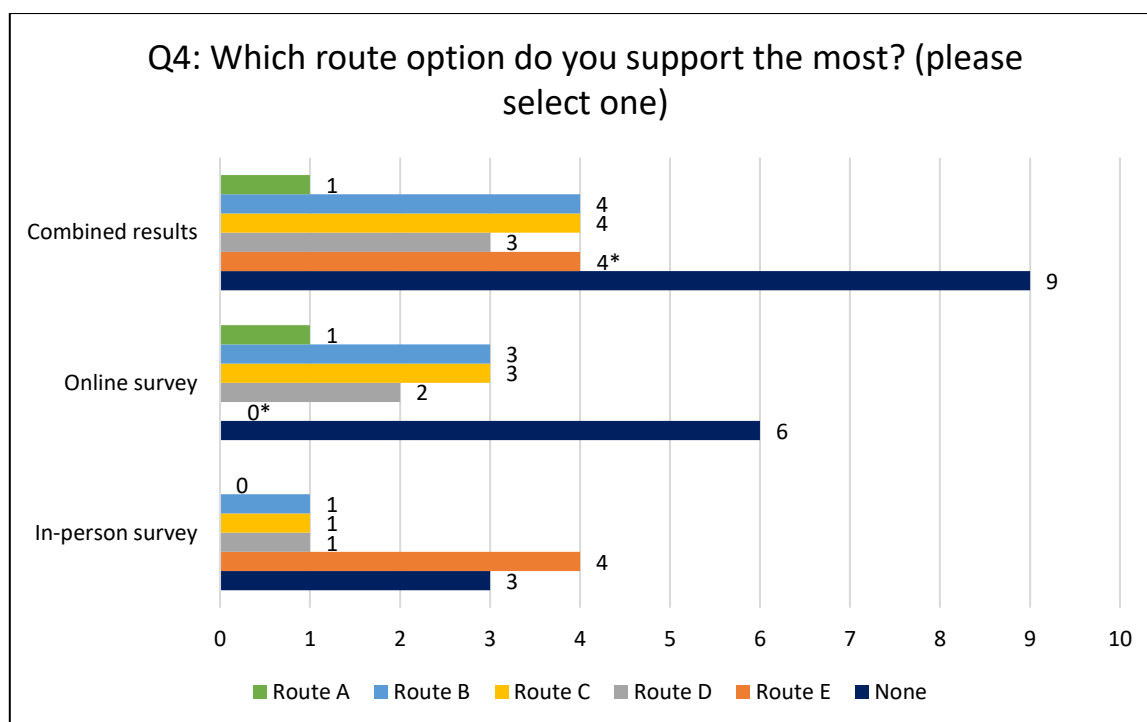
- 2.5.1 The final survey question asks residents which route option they support the most, in order to gain a direct measure of resident support for each route option and the overall active travel scheme along Princess Way. Route B (16%), Route C (16%), and Route E (16%) were the most popular route options, however, the most selected option was “None” (36%). As noted below, an oversight resulted in online survey respondents not being provided with the option of “Route E”, directly impacting the overall results and leading to a lower overall selection rate for that route option.

Q4: WHICH ROUTE OPTION DO YOU SUPPORT THE MOST (PLEASE SELECT ONE)?						
	Route A	Route B	Route C	Route D	Route E	None
IN-PERSON SURVEY	0	1	1	1	4	3
ONLINE SURVEY	1	3	3	2	0*	6
COMBINED RESULTS	1	4	4	3	4*	9

* No 'Route E' option provided in the online survey.

Table 1. Results of survey question 4, "Which route option do you support the most?", divided by the categories "in-person survey", "online survey", and "combined results".

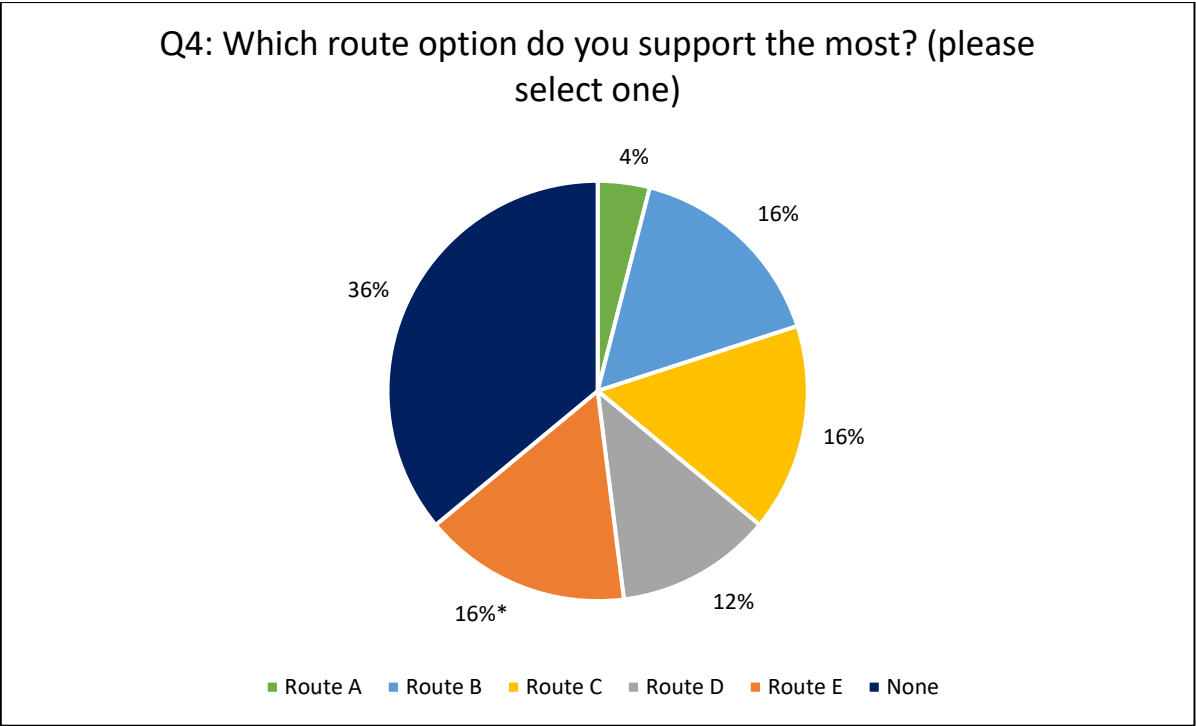
- 2.5.2 Despite 50% of residents stating that the scheme would encourage them to walk or cycle more, 36% did not prefer any options provided for the route.
- 2.5.3 After completing this final question residents were then provided with an opportunity to give any further comments related to the scheme. Multiple residents justified their choice of route option in question 4 by stating that they chose what they believed to be the safest and most direct route, showing that these factors are considered as the most important by many residents. Two residents expressed the need for a formal link to the industrial estate, and another suggested improvements to crossings in the Singletons area. Another two residents indicated that they did not support the scheme and advocated for alternative uses of the funding.
- 2.5.4 The additional comments made at the end of the survey indicate that resident opinions of the active travel scheme and potential route options are divided. Those that support the scheme value a safe and direct route as the highest priority, whilst other residents believe that there are more appropriate locations for the route or better uses of the funding. All comments made on the survey will be reviewed and used to inform future discussions and considerations regarding active travel along Princess Way and in wider Brackla.



* No 'Route E' option provided in the online survey.

Figure 10. A chart showing the results of survey question 4, "Which route option do you support the most?", divided by "Combined results" (top), "Online survey" (middle), and "In-person survey" (bottom). The route options are shown as 'Route A' (Green), 'Route B' (Blue), 'Route C' (Yellow), 'Route D' (Grey), 'Route E' (Orange), and 'None' (Navy).

2.5.5 Figure 10 presents the results of the final survey question split by survey type (online, in-person, and combined), showing that "None" was the most popular route option with a share of 36% of responses. Following this, Route B (16%), Route C (16%), and Route E (16%) were the most popular route options. As noted above, an oversight resulted in online survey respondents not being provided with the option of "Route E", directly impacting the overall results and leading to a lower overall selection rate for that route option.



** No 'Route E' option provided in the online survey.*

Figure 11. A pie chart showing the results of survey question 4, “Which route option do you support the most?”, divided by ‘Route A’ (Green), ‘Route B’ (Blue), ‘Route C’ (Yellow), ‘Route D’ (Grey), ‘Route E’ (Orange), and ‘None’ (Navy).

3.0 CONCLUSION

- 3.0.1 This report has presented and analysed the outcomes of recent community engagement undertaken as part of the active travel plans for along Princess Way, Brackla. The survey was distributed both online and at the in-person engagement session, which may have led to some duplicate responses. However, it generated a degree of community participation, with opinions expressed both in support of and against the scheme.
- 3.0.2 The combined survey results from the engagement indicate that most residents walk or cycle 7 days a week as part of their daily travel (33%), followed by walking and cycling 5-6 days (21%), 2-4 days (9%), and another 17% once a week. These results demonstrate that a significant proportion of residents that completed the survey frequently utilise active travel.
- 3.0.3 Despite this high level of use, residents also indicated that a variety of difficulties prevent them from utilising active travel more as part of their daily travel. The results highlighted a lack of active travel facilities (29%) as the most common difficulty faced, followed by a lack of safe crossings (27%), time consuming (16%), and convenience (13%). The selection of such difficulties as the most common suggests that the proposed plans for additional an active travel routes and infrastructure are likely to have a positive impact and encourage more walking and cycling in the area, however, there remains a need to consider each individual survey response and how it can inform alterations to the plans to better address such difficulties.
- 3.0.4 In terms of overall support for the scheme, 50% of residents said that the plans would encourage them to walk and cycle more, 38% said that they would not, and 12% were undecided on this matter. The results show that half of surveyed residents support the scheme for active travel along Princess Way, demonstrating the contended nature of the scheme and active travel as a whole within the area.
- 3.0.5 Despite 50% of residents expressing support for the Princess Way active travel scheme, 36% stated that they would not like a route when asked for their preferred route option. Following this, Route B (16%), Route C (16%), and Route E (16%) were the most popular routes of all options presented to residents. It should be noted that an oversight resulted in online survey respondents not being provided with the option of Route E, directly impacting the overall results and leading to a lower overall selection rate for that route option. This error should be considered when reviewing the above results and their impact on route analysis. Overall, the results reveal the contended nature of the scheme as a whole, and the details of the scheme such as route selection.
- 3.0.6 This summary reflects the community's feedback and provides valuable insights into the challenges and opinions that need to be considered when evaluating the proposed scheme.

3.1 WHAT HAPPENS NEXT?

- 3.1.1 A lot of positive feedback was garnered from both the in-person engagement session and the questionnaire-based surveys. The in-person engagement session offered attendees the opportunity of expanding their views and opinions of the proposal, an opportunity that the questionnaire-based surveys did not offer. The opinions and views expressed, preferences

declared have been taken into consideration in revising where relevant, scheme objectives, scheme outputs and where practicable contributed to better design.

- 3.1.2 The Active Travel Programme is an ongoing multi-year project that is funded through Welsh Government and subject to an annual grant bidding process. Consequently, single routes, especially routes that are very long can only be delivered on a phased basis due to the funding. Engagement sessions do not necessarily lead to a scheme being funded in the year in which the scheme is developed. The benefit of developing schemes and engaging communities on them constitute a crucial part of the council's forward planning process and meet the scheme development requirements defined by both Welsh Government and Transport for Wales.
- 3.1.3 Bids for schemes are submitted annually and are approved on the basis that they are delivered during one financial year, it is not always possible that projects can undergo feasibility, detailed design and implementation within the timescales allowed. The Active Travel Programme is the largest ongoing strategic transport commitment and is considered as being essential to encouraging a 'modal shift' from reliance on private motor vehicles to sustainable modes such as walking and cycling.
- 3.1.4 Active travel schemes constitute the bulk of the council's strategic transport programme. Engaging the public as part of the scheme development programme informs the cabinet of the decision-making process. The outcomes of this engagement process will serve this purpose when cabinet are asked to approve a report on strategic transport projects in the county borough, in which the Princess Way active travel scheme will likely be a part of in the near future.
- 3.1.5 Members will be given regular updates on the scheme whilst welcoming any additional comments and feedback that residents may have.
- 3.1.6 This report will be disseminated via council's website in bilingual form.

4.0 APPENDICES

APPENDIX A: COPY OF THE PRINCESS WAY SURVEY



BRACKLA COMMUNITY ENGAGEMENT SESSION

13/11/2024

Bridgend County Borough Council are investigating walking and cycling in Brackla. We'd love to hear your experiences with active travel and your thoughts on the proposed changes to your area. We greatly appreciate your feedback and thank you for your time.

How often do you walk or cycle in your daily travel?

Frequency	Please Tick
7 days a week	
5-6 days a week	
2-4 days a week	
Once a week	
Once a fortnight	
Once a month	
Less often	
Never	

What current difficulties are there with walking or cycling in your area? (Please tick those that apply)

Health reasons	
Convenience	
Lack of safe crossings	
Lack of active travel facilities	
Time consuming	
Other (please specify)	

Will this scheme encourage you to walk or cycle more than you currently do?

Please Tick		
Yes	No	Undecided

Which route option do you support the most? (please select one)

Option	Please tick one
Route A	<input type="checkbox"/>
Route B	<input type="checkbox"/>
Route C	<input type="checkbox"/>
Route D	<input type="checkbox"/>
Route E	<input type="checkbox"/>
None	<input type="checkbox"/>

Please provide reasons for your choice: