Sustainable Transport Network

for Rural Swansea Feasibility Study

This Rural Transport Strategy was commissioned by Swansea Council (SC) to explore how rural transport provision in the Gower and Mawr can be improved to better facilitate sustainable travel by residents and tourists. As a result of consultation activities and engagement with SC Officers, several initiative proposals have been recommended within this Rural Transport Strategy to achieve the aims of this Rural Transport Strategy.

Through comprehensive consultation with stakeholders and Council representatives, this Rural Transport Strategy explores several initiatives across a variety of transport modes in Rural Swansea. These initiatives have been designed to improve year-round connectivity and accessibility for residents of the area and for visitors.

The provision of public transport, as well as Active Travelin Rural Swansea presents several unique challenges to operator and users. This Strategy sets out several innovative recommendations and proposals which aim to address the issues identified during consultation. This Strategy aims to improve the existing provision of public transport services, while addressing existing gaps in the network using Travel Plans and encouraging the use of Gowerton Rail interchange, Voluntary and Community Transport Initiatives, Wheels 2 Work, Demand Responsive Transport and Health transport schemes.

Furthermore, this Strategy endeavours to continue to develop cycling as a growth area for both tourists and residents in Rural Swansea through a variety of initiatives including, implementation of new cycling infrastructure, cycle hire schemes and upgrades to existing cycling facilities and infrastructure. In addition, this Strategy purposes to manage the impact of private motor vehicles. The aim is to mitigate their impact and ensure that motor vehicles are accommodated in a manner that does not detract from the natural surroundings of the area. As such, measures including improving clarity of directional signage to Rural Swansea through a Signage Strategy, a feasibility study of congestion charges within the study area, as well as a reduction of speed limits to 40mph and an audit of all car parks are proposed. It is recognised that the implementation of the recommended interventions in this Rural Transport Strategy will assist with promoting and encouraging the use of sustainable transport modes by residents and tourists on a regular basis.

**Project Information:**

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| Total Project Cost: | £19,585 |

**Mae’r ddogfen hefyd ar gael yn Gymraeg**

**This document is also available in Welsh**