

Driving growth through Commercialisation and Innovation

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Amey

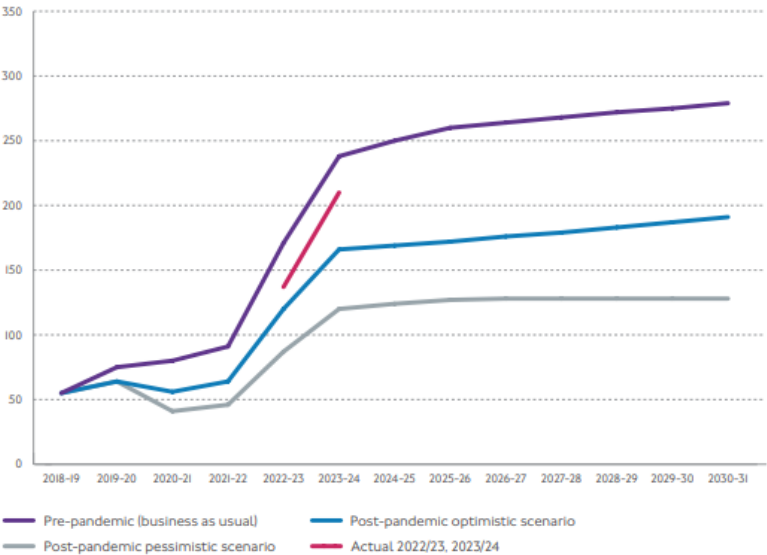
Driving growth through Commercialisation and Innovation

- Delivering economic outcomes and social value.
- Strategies to accelerate stakeholder decision-making for effective outcomes.
- Integrating innovation and efficiencies to maximise operational success.
- Fostering partnerships to support commercial initiatives.
- Leveraging data-driven tools to enhance inclusive travel insights.

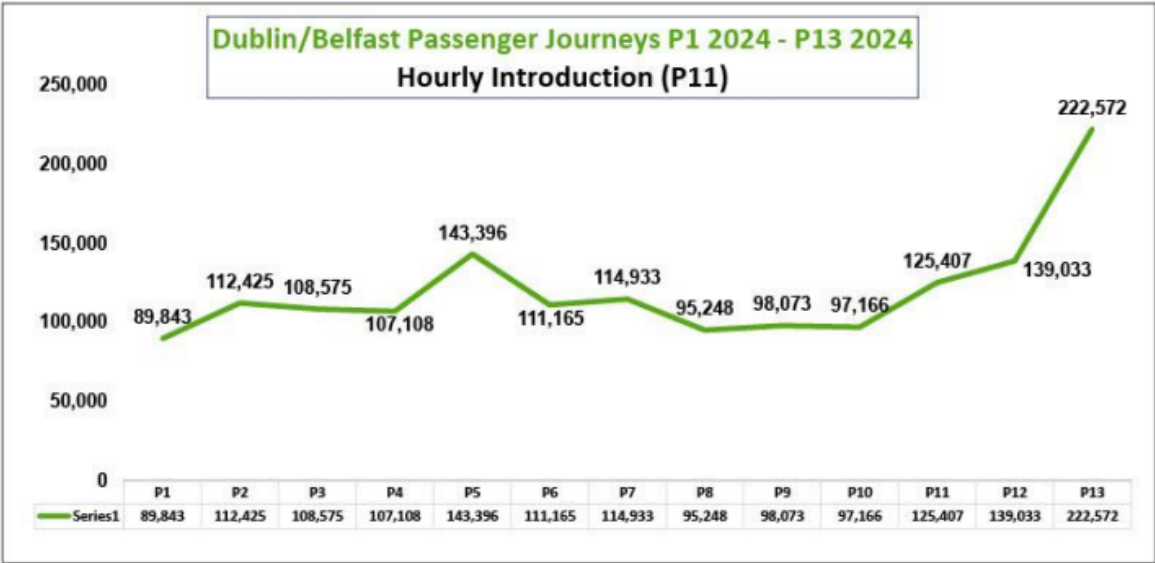


Elizabeth Line

Demand forecast and actual number of passenger journeys (millions)



The Enterprise



Travel Rebound Exceeds Expectations

- Entries and exits across 55 CVL stations
- 9.8 million 2023
- 9 million 2022 – suppressed ongoing work on network
- 15 million pre-pandemic
- Social value delivered throughout construction £142 million
- Future:
 - ✓ Increased services
 - ✓ New Trains
 - ✓ Level Boarding
 - ✓ No disruption from capital works





SMART
Cymru
R&D
Project



ameyconsulting

Creating Cohesive
Communities
across the Cardiff
Capital region

Aerial view of the River Usk, Newport

Amey Consulting White Paper
February 2021



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Creating Cohesive
Communities across the
Cardiff Capital Region
Second White Paper

Amey Consulting White Paper
June 2022



Rush hour congestion



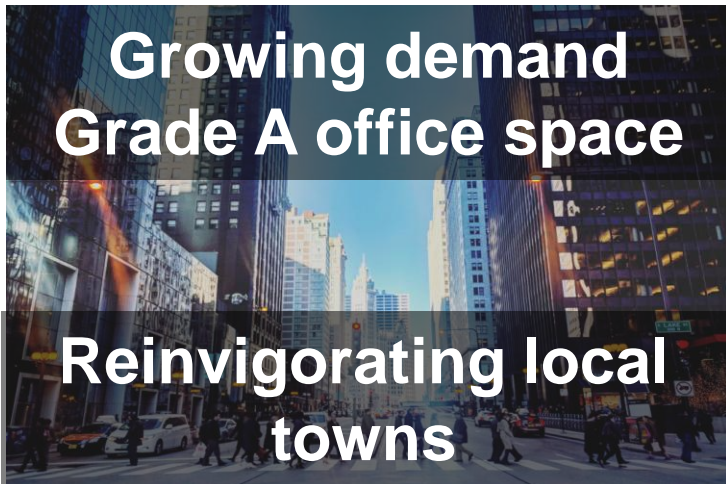
Annual season tickets over?



Cost of living crisis



Growing demand Grade A office space



Reinvigorating local towns

Young people need office and facilities



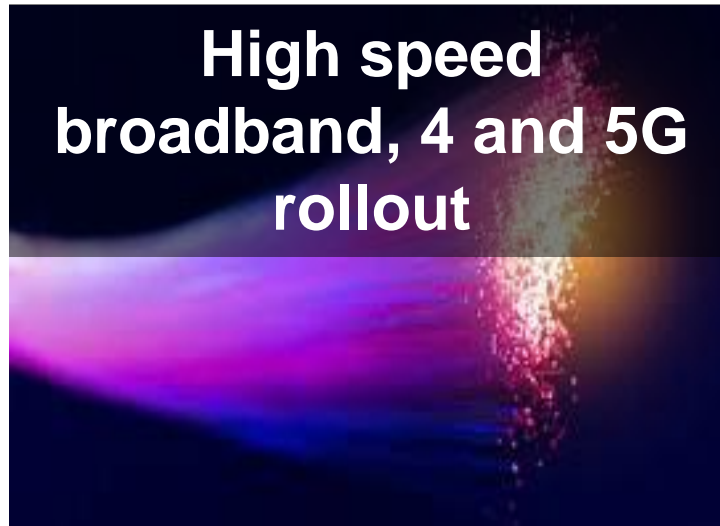
Reduction in budget for Public Sector



No new large schemes



High speed broadband, 4 and 5G rollout



New stations and rail enhancements needed



First Mile – Last Mile



Infrastructure for inclusive travel



Cross-valley connectivity



**Integrated
public
transport
and tickets
needed**



Customer service

Excellent



Poor

BIJBINNENHOF PARK
(the smallest park in the World)

- World-class minipark
- Tiny oasis of tranquility
- New function for paved areas
- Nature in the city regulates water
- Watering permitted
- Keep your dog leashed
- Free walking on roads and trails

WWW.MICROCLIMATES.NL

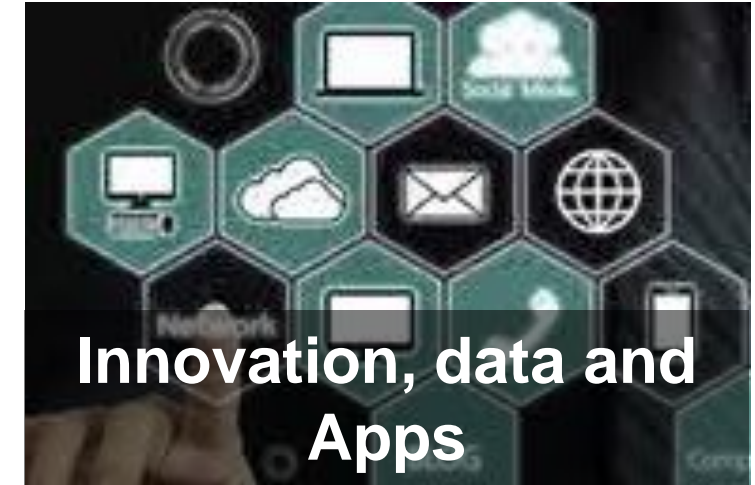


**Re-greening of urban
areas?**



**Linear to circular
economy**

**Innovation, data and
Apps**



**Use of origin-
destination data**



Transforming Public Assets: Driving economic and social benefits through public transport



- The electrification of the Core Valleys Lines will have a transformative effect on the public transport system in the region.
- Increased public transport patronage should be increased by better integration of bus and rail services for both timetables and ticketing.
 - Not only transform the network – transform the experience
- There needs to be increased focus on encouraging leisure travel and non-fare revenue.
- Looking beyond the station boundary to see how stations might offer services to the communities in which they sit.
- There is an opportunity to create a place of interest where people will come to shop, eat, work, charge their vehicle or pick up a parcel.

Llandudno - Social and Commercial Development Plan

- Redeveloped station buildings
- New format of lease for those tenants identified as being a social and community interest group
- Working with contractor on final design of retail unit
- New income generated for client through the rent received
- Social value benefits



Pop Ups & Temporary Traders Taffs Well - Coffee Kiosk

- Bringing an unused ticket kiosk back into use
- Providing hot drinks to a station that has no designated retail facility
- Short-term income generating asset prior to station redevelopment
- Circular economy



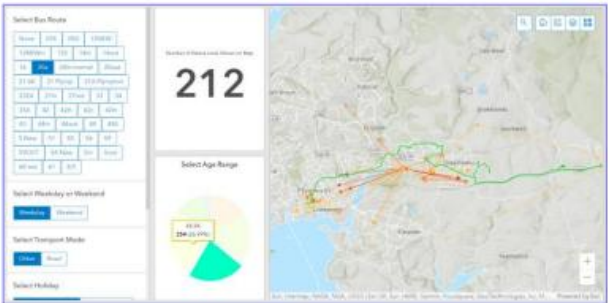




Plymouth Benefits and Outcomes



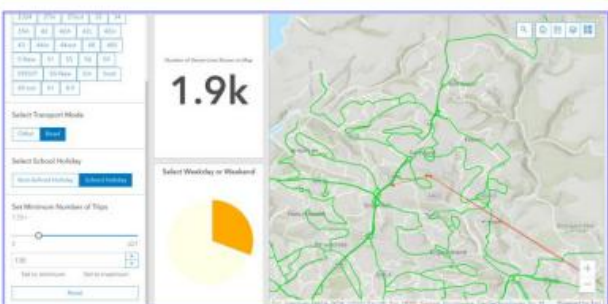
Travel by Age Band



Travel in Term Time



Travel outside of Term Time



Insights Gained

- ⚙ Understand when people movement starts and ends
- ⚙ Understand seasonal changes in demand
- ⚙ Visualisations of desire lines for people movement
- ⚙ Identify Repeat Travellers

Potential Actions

- ✓ Alter Service Start and End times to match demand
- ✓ Adjust services to reflect changes in demand
- ✓ Adjust service routes to drive increased patronage
- ✓ Inform travel incentives

Leading to....

- ⚙ Better meet demand and improve customer experience
- ⚙ Improved Patronage and more cost-effective services
- ⚙ Improved staff engagement and alignment to customer needs

