**Date issued:** 28th of February 2023

**Freedom of Information Request** 11/23

We are writing in response to your Freedom of Information request. Your request has been considered in accordance with the requirements of the Freedom of Information Act and our Data and Information Management Policy.

**You asked for the following information:**

**Recently TfW has promoted the Barista bike visiting stations.**

**I should be grateful if you would provide me with the following details:**

**1) Is the bike and associated consumables owned by TfW or is it contracted to a third party.**

**2) if owned by TfW can you provide the costs including (but not limited to), the purchase of the bike, consumables, staff wages, marketing etc. If it is contracted to a third party, the costs and duration of the contracts.**

**3) the times and locations of the railway stations visited**

**4) the reason why only the rail map was distributed rather than the wider Metro map which includes bus**

**5) as the wider Metro project includes bus, can you detail the list of bus stations included as part of the promotion.**

**6) the impact assessment on local business as a consequence of providing free drinks.**

**RESPONSE**

Question 1

This bike and its consumables are not owned by TfW.  All key elements of this project have been contracted out to a professional event management company.

Question 2

Third party costs associated with this project are £116,700 for the delivery of a 3 month long programme featuring total of 22 rail stations, deployed twice a day on 41 different occasions, at locations most impacted by the current TfW Metro rail transformation works. The current project contract will end on 3rd March.

Question 3

Please see the attached list.

Question 4

This activity is an inclusive part of the agreed TfW rail Public Impact Implementation Plan (PIIP), which seeks to mitigate the overall impact of South East Wales Metro area rail transformation activity and its associated disruption on the general public and TfW rail passengers alike.
As such, its specific aims were:
a) to inform rail passengers of the extent and scope of South East Wales Metro area rail transformation activity and the associated short term changes to normal rail services.
b) to seek to mitigate temporary changes in rail passenger experience and any inconvenience of short-term changes to rail services and timings, including the use of replacement buses as an alternative to trains.
c) to seek to retain as many rail customers as possible during this period of disruptive change, so as to assure the collection of train ticket revenue, lessening the potential for negative financial impact on TfW, a public funded organisation.

Question 5

No bus stations were specifically targeted as part of this activity, as the objective was to mitigate the impact on TfW rail passengers. Caerphilly rail station bus interchange customers have coincidentally benefited from this activity due to the co-location of these stations.

Question 6

Overall, this activity was aimed at helping to retain normal volumes of rail passengers during a period of significant service change and, as a result, maintain the overall benefit that these audiences bring to the communities and business that are near to TfW rail stations. A commercial impact assessment was carried out relating to food and beverage retailers situated on TfW rail estate. As a result, the deployment plan was designed so as to minimise the potential for commercial conflict. The project was also designed to favour rail passengers arriving at their journey origin stations, so the audience would have already had the opportunity to purchase beverages from out with the TfW estate.  In addition, the deployment timings of 0700-1000 then 1600-1900 ensured TfW refreshments were not available all day long. This activity was also only deployed at each rail station for one day at a time, so minimising any enduring impact.  The rail station location of each activity was not promoted in advance, so passengers were unable to anticipate the availability of TfW supplied refreshment. The range of refreshment provided at each rail station event was tea, coffee, hot chocolate and water – significantly less than that available at commercial outlets.

We hope this information is of use to you.

Yours sincerely,

**Transport for Wales**

**Appeal Rights**

If you are unhappy with the way your request has been handled and wish to make a complaint or request a review of our decision, please write to the Head of Freedom of Information at either Transport for Wales, 3 Llys Cdwyn, Pontypridd, CF37 4TH or freedomofinformation@tfw.wales. Your request must be submitted within 40 working days of receipt of this letter. If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision.

The Information Commissioner (ICO) can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or you can contact the ICO through the 'Make a Complaint' section of their website on this link: <https://ico.org.uk/make-a-complaint/>

The relevant section to select will be "Official or Public Information".