



Social value of subsidised routes to bus passengers in Gwynedd

"Giving beneficiaries a voice in resource allocation decisions"



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Executive Summary

Background

This study estimated the social value generated for 1,729 bus passengers in Gwynedd who completed questionnaires between February and July 2019. Social value was estimated by comparing the social value generated for passengers with the costs incurred by the Local Authority (LA) in providing subsidised bus services.

Measuring social value involved quantifying and monetising the importance that bus passengers placed on the main outcomes they experienced, which included access to paid employment, access to healthcare appointments, access to social activities and shopping, access to education and training, and access to volunteering or caring for family members.

Methods

A social return on investment (SROI) methodology was used to estimate the social value to passengers. Reasons for an SROI approach included: first, SROI is a practical form of social cost-benefit analysis (social CBA), which is recommended in HM Treasury's Green Book (2018) for assessing the impact of interventions on social welfare; second, SROI is rooted in stakeholder involvement, which is an important component of the Wellbeing of Future Generations (Wales) Act 2015; third, SROI has previously been used as a method for estimating social value in community transport schemes in Scotland and Northern Ireland; and fourth, the monetised outcomes used in this SROI were based on 'wellbeing valuation', a consistent and robust method recommended in HM Treasury's Green Book (2018).

Results

The findings showed that the annual cost to the LA in subcontracting 39 subsidised bus routes in 2019 was £1,854,221. This cost enabled 1,230,054 passenger journeys. The average cost per passenger journey was £1.51, which was calculated by dividing the annual cost to the LA by the number of annual passenger journeys.

Quantitative and qualitative data from passenger questionnaires showed that the 39 subsidised bus routes generated substantial social value. Depending on the route, the social value per passenger journey ranged from £4.73 to £17.54. Providing transport to and from paid employment comprised the largest source of social value for passengers. Bus routes with a higher percentage of journeys for paid employment tended to generate higher social value ratios.

Social value ratios were calculated for each route by dividing the social value per passenger journey by the cost per passenger journey. When the 39 routes were compared, there was a wide variety of social value ratios with nine routes reporting ratios greater than £10 for every £1 invested, and four routes showing social value ratios of less than £1 for every £1 invested. These four routes had a lower number of annual passenger journeys (less than 5,000 per year) and a smaller percentage of passenger journeys to and from paid employment (less than 20%). Restructuring of these four routes is recommended.

Conclusion

Although some restructuring of routes is required, questionnaire data indicated that passengers of all ages benefited from subsidised bus services. With a rapidly ageing population and with more than one in five homes without a car in Gwynedd, subsidised bus services deliver positive social value by enabling people to travel to work, school, shops, social activities, healthcare appointments, volunteer opportunities, and to family members who need caring for.



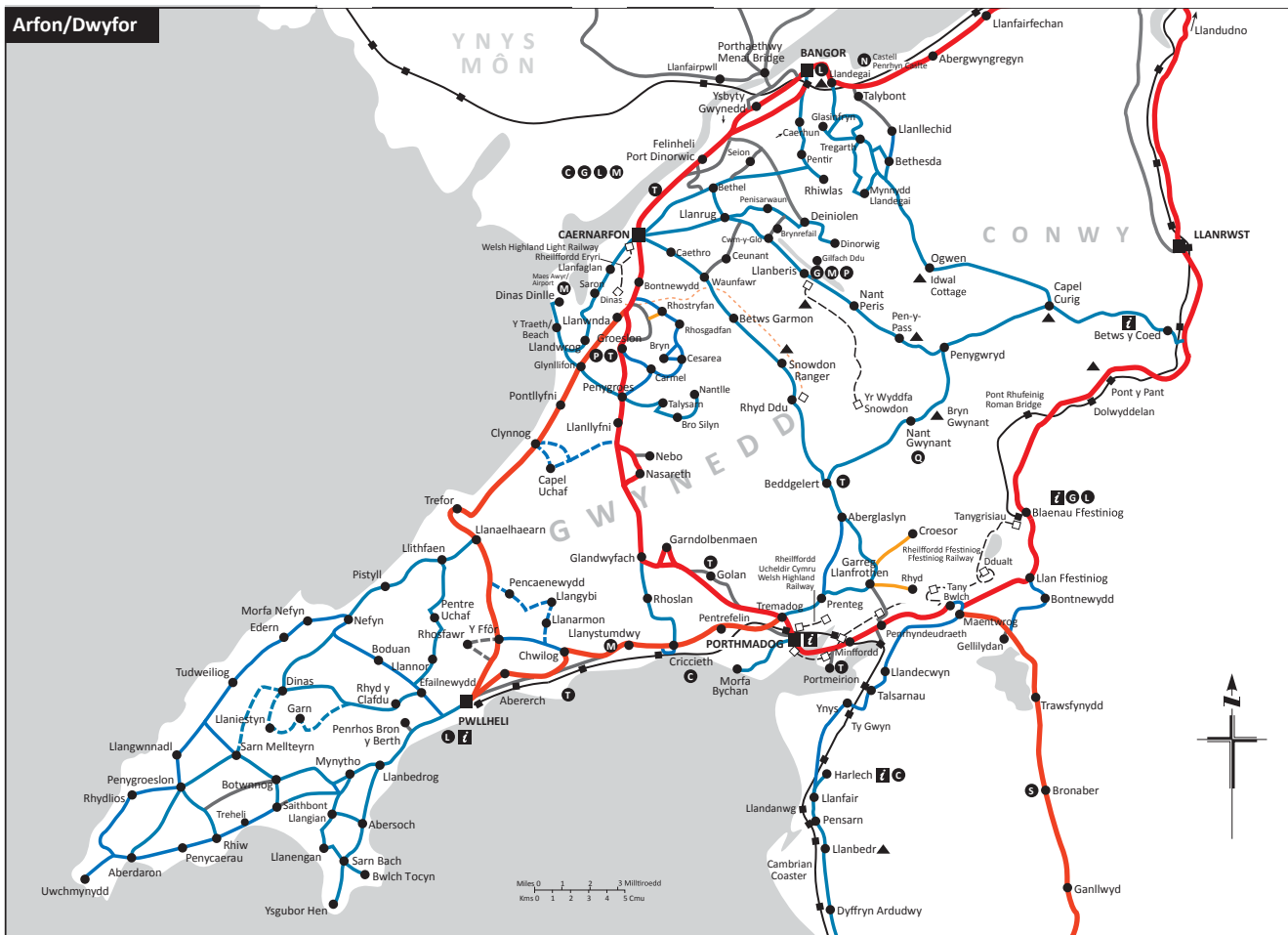
1. About Gwynedd

Geographically, Gwynedd is the second largest county in Wales (Figure 1.1). Home to Snowdonia National Park, Gwynedd is mainly a rural county with a population of approximately 124,000 people. Approximately 21% of homes in Gwynedd have no car and rely on public bus services to access employment, education, healthcare appointments, social activities and shopping. Without public bus services, people without cars are at risk of social exclusion, and this often includes the elderly (Transport Scotland, 2015).

Between 1981 and 2011, the number of older people in Gwynedd over age 80 increased by 96.2%, while the number of young people under 16 decreased by 10.1% (Gwynedd and Môn Public Services Board, 2017). It is expected that the number of people over age 80 will increase by another 60% in the next 20 years, while the number of people aged 16 to 64 will increase by only 2% (Gwynedd and Môn Public Services Board, 2017).

With a rapidly ageing population in Gwynedd, older people and their carers will require good public transport to health services (Gwynedd and Môn Public Services Board, 2017). Access to healthcare facilities is essential, especially in Gwynedd where a high percentage of people are at risk of chronic health conditions due to being overweight or obese (52%), smoking (22%) and drinking more than the recommended amount of alcohol (42%) (Gwynedd and Môn Public Services Board, 2017).

Figure 1.1: Gwynedd bus routes



2. About subsidised bus services

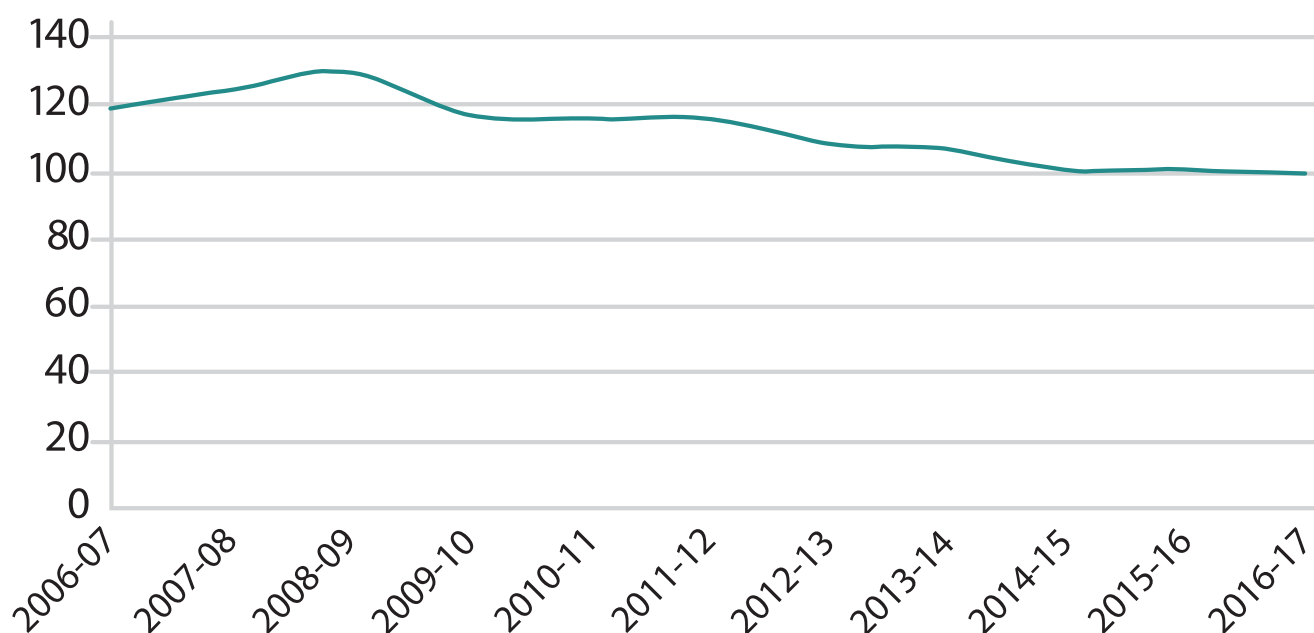
Approximately 80% of bus services in Wales are commercially operated and 20% are subsidised (Welsh Government, 2018). Commercial bus services earn profit when the income from bus fares exceeds the cost of providing the service. Subsidised bus services, on the other hand, are provided by the LA on a discretionary basis. Although there is no legal duty for LAs to provide subsidised services, the Transport Act (1985) states that LAs have a statutory duty to intervene where it is 'socially necessary'. Although no clear definition of 'socially necessary' is provided, subsidised routes offer services in areas where there are no commercial routes, or they operate at times when commercial services are not viable, such as evenings or Sundays.

In Gwynedd, the majority of the subsidised services are in rural areas where the number of passenger journeys tends to be lower, and where the length of journey means that the operating costs are frequently higher. These subsidised routes are considered 'socially necessary' because they enable young people to get to school and be more independent, working age adults to get to and from work, and older people to get out of the house to attend social activities and healthcare appointments.

In 2011, a 28% cut to LA transport funding in Wales resulted in a significant reduction in subsidised bus services (Campaign for Better Transport, 2018). Between 2014 and 2017, the number of subsidised bus miles in Wales dropped by 36% in Wales, and the number of passenger journeys on subsidised bus routes decreased by 44% (Figure 2.1).

Figure 2.1: Bus passenger journeys in Wales (subsidised and commercial routes combined)

Passenger journeys (million)



Source: Department for Transport



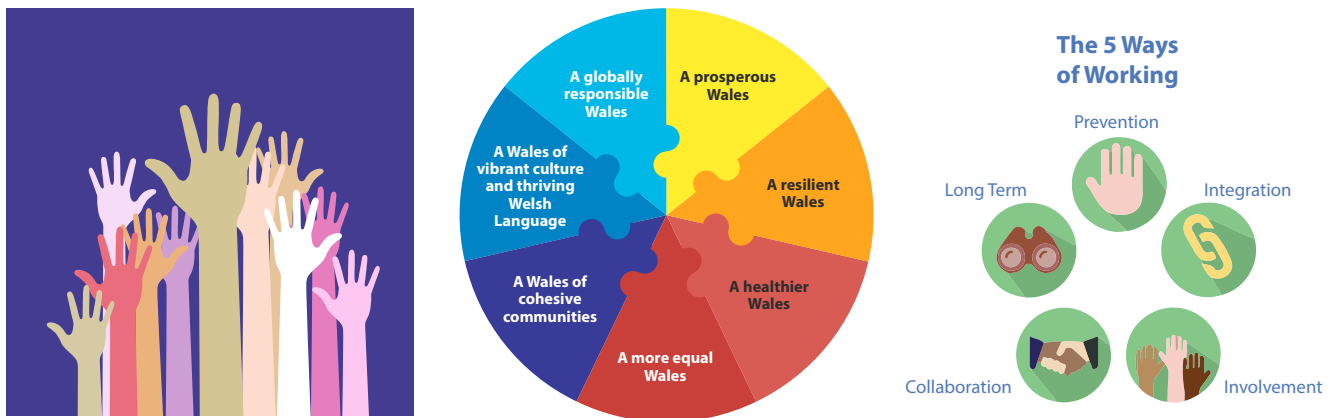
This reduction in public spending led to a substantial decrease in the capacity for LAs to financially support subsidised bus services which operate in evenings, on Sundays and in rural areas. People without cars are most affected, and this includes people on low incomes, the elderly and people with disabilities who rely on the bus service to maintain their independence and access essential services. This also includes the 5% of the workforce in Wales who rely on public bus services to travel to and from work, and young people who depend on the bus for education, training and work opportunities (Campaign for Better Transport, 2011).

3. Introduction to this evaluation

In response to funding cuts, LAs have tried to maintain the benefits of subsidised services by reducing the frequency of evening and Sunday services. LAs have also restructured or discontinued some services, especially routes with fewer passenger journeys or those with a high 'cost per passenger journey'. Although cost per passenger journey is frequently used to rank bus services, LAs are increasingly interested in the reasons for passenger journeys and the degree to which specific bus services enable passengers to access essential services such as employment, education, healthcare and social activities. In Wales, the Wellbeing of Future Generations (Wales) Act 2015 requires LAs, when making decisions, to collaborate with and take into account the impact of their decisions on the wellbeing of people (Welsh Assembly Government, 2015) (Figure 3.1).

To align with the Wellbeing of Future Generations (Wales) Act 2015, this evaluation provides LAs with an alternative method to cost per passenger journey for prioritising subsidised bus services. Through quantitative and qualitative data collected from 1,729 questionnaires, this evaluation estimates the 'social value per passenger journey' generated for passengers who travelled on 39 subsidised bus routes in Gwynedd between February and July 2019. In this evaluation, 'social value' refers to "the value that bus users enjoy from accessing particular services that they would not otherwise have easy access to" (Department for Transport, 2013).

Figure 3.1: Wellbeing of Future Generations (Wales) Act 2015



4. Social cost benefit analysis (Social CBA)

To measure and monetise social value, social CBA is often recommended (HM Treasury, 2018). When there is no clear competitive market for a good or service, social CBA can be used to assess whether an activity or programme should be implemented (New Economics Foundation, 2013). Social CBA seeks to measure not only economic costs and benefits, but also important social outcomes which may be difficult to monetise, such as improved wellbeing or reduced loneliness. To measure and monetise social outcomes, social CBA uses relevant quantitative and qualitative data collected from those who are most affected by specific activities or programmes (New Economics Foundation, 2013).

In this evaluation measuring the social value of bus services to passengers, the Department of Transport (2013) recommends two possible social CBA methods: willingness to pay (WTP)/willingness to accept (WTA), and social return on investment (SROI).

4.1 Willingness to pay / Willingness to accept

WTP/WTA is a widely used tool for assigning monetary values to non-market goods or services. This method uses specially constructed questionnaires to elicit estimates of people's willingness to pay or willingness to accept a particular outcome (Fujiwara and Campbell, 2011). In 2013, the Department for Transport used a WTP/WTA approach to estimate the social value of public bus services to passengers. Their approach involved presenting passengers with a series of hypothetical two-way choices, and asking passengers which they would prefer. They also asked passengers to rank three or more alternative scenarios in order of preference. For example, passengers were asked to imagine that their LA was faced with having to make cuts to services. Passengers were then presented with a variety of different scenarios and asked to put each scenario in order of their preference.

Disadvantages of the WTP/WTA approach include hypothetical bias, protest valuations and WTP/WTA disparity (Fujiwara and Campbell, 2011). Hypothetical bias refers to hypothetical scenarios not reflecting behaviour and preferences in the real world (Fujiwara and Campbell, 2011). Studies have also shown that when people have a longer time to think about hypothetical scenarios, WTP amounts decrease (Fujiwara and Campbell, 2011). Protest valuations refer to people putting forward a zero valuation when they object to the idea of paying for a good or service. WTP/WTA disparity refers to scenarios presented in terms of receiving a service (WTP) or losing a service (WTA). Research indicates that due to 'loss aversion', WTA values are often much higher than WTP values for the same service (Kahnemann et al., 1993).

4.2 Social return on investment (SROI)

SROI is a relatively new method for assigning monetary values to non-market goods or services. SROI is a pragmatic form of social CBA which estimates the social value generated from activities that seek to improve the wellbeing of people and communities (Cabinet Office, 2012). In Scotland and Northern Ireland, SROI has been used as a method for estimating the social value of community transport. In 2009, SROI was used to evaluate a transport to employment (T2E) scheme in Highland Scotland (Wright et al., 2009). The social value for T2E passengers was estimated from the net increase in income from passengers obtaining employment (i.e., wages from employment minus loss in welfare benefits). However, intangible benefits to T2E passengers such as improved self-esteem or increased life stability were not monetised.

In 2011, SROI was used to measure the benefits of community transport in rural Northern Ireland (Gauge NI, 2011). This study estimated the social value to 'dial-a-lift' passengers by using a variety of financial proxy values to monetise outcomes such as increased independence, improved health, increased social interaction and confidence, and improved access to education, employment, recreation and shopping. Although this SROI reported considerable social value generated from investment in community transport, the financial proxies were subjective. One criticism of many SROI reports is that they lack consistent and robust financial proxy values for monetising important social outcomes.

4.3 SROI (using wellbeing valuation)

To overcome the criticism of using subjective financial proxies, SROI increasingly incorporates 'wellbeing valuation' to value non-market goods or services (Carpenter, 2015). Recommended alongside stated preference techniques such as WTP/WTA in HM Treasury's Green Book (2018), wellbeing valuation is a robust and consistent technique based on people's ratings of their happiness or life satisfaction using outcome values calculated from large national datasets such as the British Household Panel Survey (Fujiwara, 2014).

Based on wellbeing valuation, the Social Value Bank contains the largest set of methodologically consistent social value metrics. The Social Value Bank monetises a broad range of community outcomes including values for employment and training, volunteering and social participation, improved health and physical activity. The Social Value Bank is often used as a valuation tool for SROI and social CBA (Carpenter, 2015).

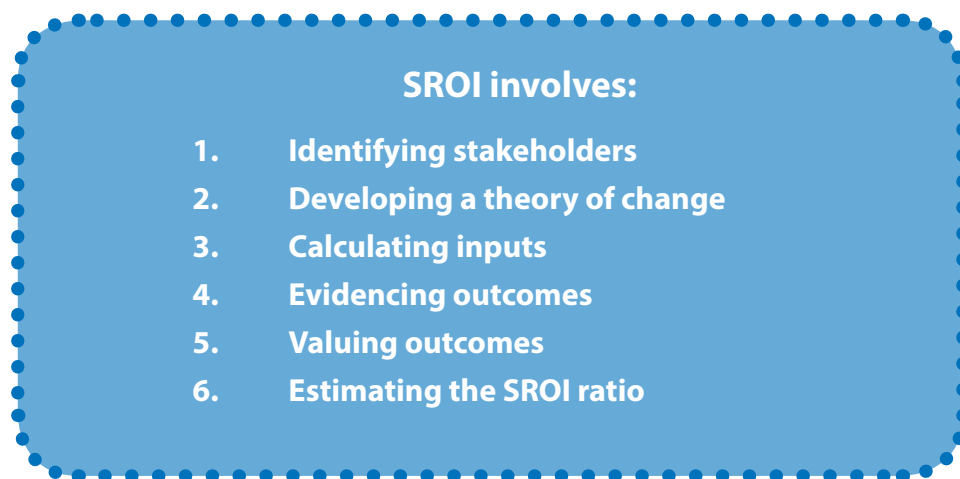
4.4 SROI (in this evaluation)

One important aim of this SROI was to monetise the main outcomes experienced by bus passengers on subsidised routes, thus giving beneficiaries a voice in resource allocation decisions. This SROI measured relevant and significant passenger outcomes and then assigned financial values from the Social Value Bank. To generate the SROI ratio, passenger outcomes were monetised and then compared with the costs incurred by the LA:

$$\text{SROI ratio} = \frac{\text{Social value of passenger outcomes}}{\text{Cost of providing subsidised bus services}}$$

The main stages involved in conducting SROI analysis are described in the Cabinet Office Guide to Social Return on Investment (Cabinet Office, 2012) (Figure 4.1):

Figure 4.1: Main stages of SROI analysis



SROI methodology is aligned with the Wellbeing of Future Generations Act (Wales) 2015 which requires LAs, when making decisions, to collaborate with and take into account the impact they have on the wellbeing of people (Welsh Assembly Government, 2015). One key principle of SROI is that it is grounded in direct stakeholder engagement. This ensures that what matters most to the people is counted and reflected in decision-making (New Economics Foundation, 2013).

SROI makes it possible to calculate a ratio of benefits to costs. For example, a ratio of £3 : £1 indicates that an investment of £1 delivers £3 of social value. In this evaluation, social value refers to the value that bus passengers experience from accessing activities they would not otherwise have easy access to.



5. Identifying stakeholders

The first stage of this SROI analysis was to identify the relevant and significant stakeholder(s). To achieve this, a focus group (n=10) was created in January 2019 at the onset of the evaluation. The focus group consisted of bus passengers, Gwynedd County Council staff and Bangor University researchers. The focus group determined that bus passengers were the key beneficiary of subsidised services and that key social outcomes were access to employment, healthcare appointments, social activities, shopping, volunteering, education and training, and caring for family members.

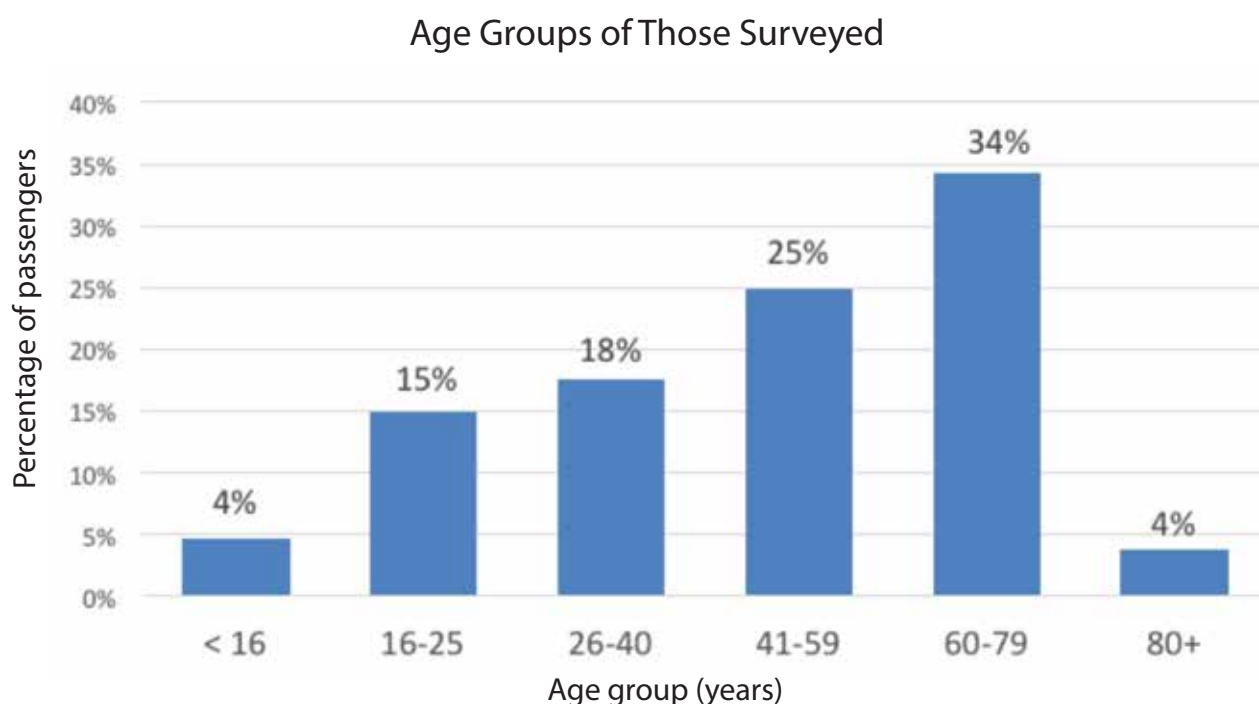
The focus group then drafted a questionnaire which was piloted with approximately 30 bus passengers. Based on feedback from passengers, the draft questionnaire was refined and a final version of the Gwynedd Local Bus Questionnaire 2019 (Appendix 1) was created in Welsh and English. During the six-month evaluation period (1 February 2019 to 31 July 2019), paper copies of the questionnaire were distributed to bus passengers at bus stops and while travelling on the bus. Distribution of questionnaires was carried out by LA employees, many of whom spoke both Welsh and English.

In addition to paper questionnaires, bus passengers were invited to complete an online version of the questionnaire. The online questionnaire was available in Welsh and English on the Gwynedd County Council website from 1 March 2019 until 30 April 2019. During the six-month evaluation period, more than 2,000 questionnaires were completed, of which 1,729 (1,228 paper and 501 online) were relevant for the 39 subsidised routes.

Results from the questionnaire indicated that:

- ◆ 60% of passengers were female
- ◆ 50% had some type of concessionary bus pass
- ◆ 15% were between the ages of 16 and 25 (Figure 5.1)
- ◆ 18% were between the ages of 26 and 40 (Figure 5.1)
- ◆ 25% were between the ages of 41 and 59 (Figure 5.1)
- ◆ 38% were age 60 or older (Figure 5.1)

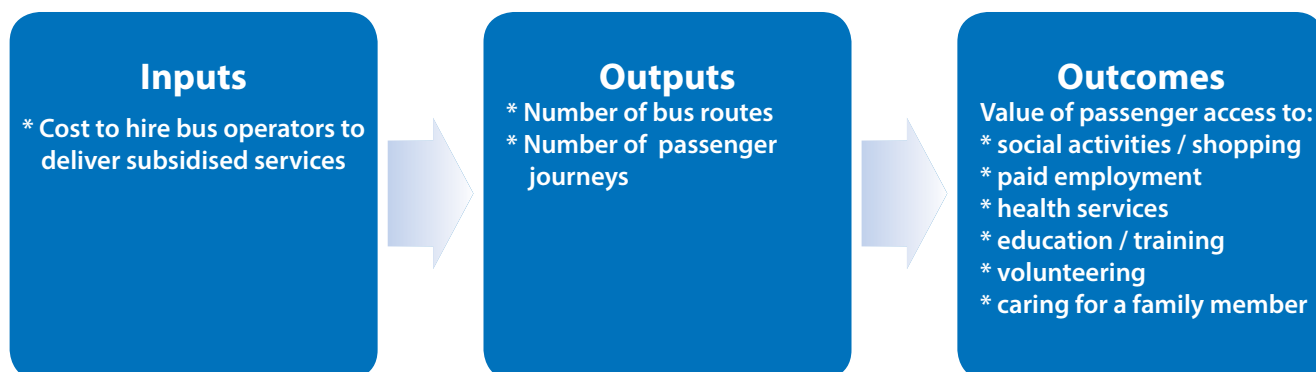
Figure 5.1: Age groups of passengers who use subsidised bus routes



6. Developing a Theory of Change

A Theory of Change diagram was created to illustrate the outcomes experienced by bus passengers (Figure 6.1). The theory of change describes the links between inputs, outputs and outcomes:

Figure 6.1: Theory of Change



7. Inputs

Gwynedd County Council provided cost data for the 12-month period from 1 November 2018 to 31 October 2019. According to this data, more than a million (1,230, 054) passenger journeys were undertaken on the 39 subsidised routes at a cost to the Council of £1,854,221. The average cost per passenger journey was £1.51 (Table 7.1).



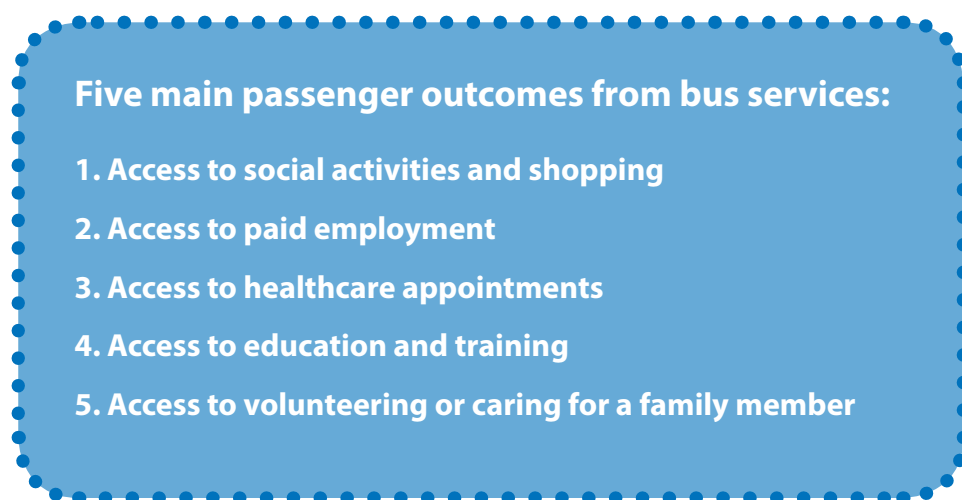
Table 7.1 Cost per passenger journey for each of 39 subsidised bus routes

Service	Journey	Passenger journeys per year	Passenger journeys per week	Annual cost to operate service	Cost per passenger journey
38	Harlech - Barmouth	█	█	█	£0.23
88	Caernarfon - Llanberis	█	█	█	£0.39
93	Clipa Caernarfon	█	█	█	£0.51
12E/12S	Pwllheli – Caernarfon (evening)	█	█	█	£0.52
3B	Porthmadog - Blaenau	█	█	█	£0.59
30	Dolgellau - Tywyn	█	█	█	£0.72
78	Maesgeirchen	█	█	█	£0.93
1N	Caernarfon – Penygroes – Nantlle	█	█	█	£1.04
5E	Bangor - Caernarfon	█	█	█	£1.04
8	Nefyn - Pwllheli	█	█	█	£1.11
92	Caernarfon – Maes Barcer	█	█	█	£1.11
1F	Caernarfon - Carmel	█	█	█	£1.38
37	Blaenau Ffestiniog	█	█	█	£1.41
39	Dolgellau – Bermo – Harlech - Porthmadog	█	█	█	£1.50
1A	Llanllyfni - Nasareth	█	█	█	£1.53
67S	Bangor – Bethesda (Sunday)	█	█	█	£1.62
28	Dolgellau - Tywyn	█	█	█	£1.75
35	Dolgellau – Blaenau Ffestiniog	█	█	█	£2.03
85/85S	Caernarfon - Dinorwig	█	█	█	£2.15
83/83S	Bethel - Caernarfon	█	█	█	£2.38
3S	Pwllheli – Porthmadog (Sunday)	█	█	█	£2.55
18	Pwllheli - Abersoch	█	█	█	£2.69
23	Clipa Pwllheli	█	█	█	£2.71
76	Bangor - Bethesda	█	█	█	£2.76
17	Pwllheli - Aberdaron	█	█	█	£2.87
91	Caernarfon – Dinas Dinlle and Locals	█	█	█	£2.89
1NS	Caernarfon – Nantlle (Sunday)	█	█	█	£3.26
33	Dolgellau – Dinas Mawddwy	█	█	█	£3.38
27	Pwllheli - Llithfaen	█	█	█	£3.43
3	Pwllheli - Porthmadog	█	█	█	£3.87
29	Clipa Tywyn	█	█	█	£3.88
1E	Caernarfon - Porthmadog	█	█	█	£3.91
1S	Caernarfon (Sunday)	█	█	█	£3.92
88S	Caernarfon – Llanberis (Sunday)	█	█	█	£5.27
67E	Bangor – Bethesda (evening)	█	█	█	£6.17
8S/18S	Pwllheli – Abersoch (Sunday)	█	█	█	£6.32
2S	Bangor – Dolgellau (Sunday)	█	█	█	£10.86
8AB	Dinas – Rhydyclafdy - Pwllheli	█	█	█	£15.49
14	Caernarfon – Pwllheli (Berwyn)	█	█	█	£18.45
		1,230,054 (total)	23,654 (total)	£1,854,221 (total)	£1.51 (average)

8. Outcomes

The bus questionnaire provided information on reasons for passenger journeys and how much the bus service improved the lives of passengers. Five outcome areas were identified by the focus group as relevant and significant for passengers (Figure 8.1).

Figure 8.1: Main outcomes



8.1 Outcome indicators

Indicators for each outcome were derived from specific questions in the bus passenger questionnaire (Table 8.1).

Indicators for four of the five main outcomes were generated from Question 7 of the bus questionnaire, which asked: *"How much does this bus service improve your life by providing travel to and from..."*

- ◆ employment (7a)
- ◆ volunteering (7b)
- ◆ caring for a family member (7c)
- ◆ social activities (7d)
- ◆ going to shops (7e)
- ◆ education or training sessions (7g)

For each outcome, passengers were asked to indicate how much the bus service improved their life on a scale from 0 (not at all) to 10 (very much). The quantity for each outcome was then calculated by counting the number of passengers with scores of 8 or more for each outcome indicator. Scores of 8 or more indicated that the outcome was relevant and significant to the passenger (Appendix 1).

Access to healthcare appointments

The indicator for access to healthcare appointments was generated from question 11 of the bus questionnaire which asked passengers: *"If this bus was not running, how many healthcare appointments would you have missed last year?"* The average number of missed healthcare appointments was then calculated for each route, and for all 39 routes combined (Table 8.1).



Table 8.1: Outcome indicators

Passenger outcomes	Outcome Indicators	Method for calculating quantity	Quantity of outcomes
1. Social activities or shopping*	Question 7d: "How much does this bus service improve your life by providing travel to and from social activities including meeting up with friends?" Question 7f: "How much does this bus service improve your life by providing travel to and from going to shops including banks and the post office?"	Scores of 8 or more indicated that the outcome was relevant and significant to the passengers.	909 of 1729 passengers (53% of passengers)
2. Paid employment	Question 7a: "How much does this bus service improve your life by providing travel to and from paid employment?"	Scores of 8 or more indicated that the outcome was relevant and significant to the passengers.	405 of 1729 passengers (23% of passengers)
3. Healthcare appointments	Question 11: "If this bus was not running, how many healthcare appointments would you have missed last year?"	The average number of missed healthcare appointments per passenger per year were calculated for each route.	3.12 missed appointments per passenger (n=1729)
4. Education and training	Question 7g: "How much does this bus service improve your life by providing travel to and from education or training sessions?"	Scores of 8 or more indicated that the outcome was relevant and significant to the passengers.	188 of 1729 passengers (11% of passengers)
5. Volunteering and caring for a relative**	Questions 7b: "How much does this bus service improve your life by providing travel to and from volunteering?" Question 7c: "How much does this bus service improve your life by providing travel to and from caring for a friend or relative?"	Scores of 8 or more indicated that the outcome was relevant and significant to the passengers.	126 of 1729 passengers (7% of passengers)

*Social activities or shopping were combined into one outcome as research indicates that shopping is a significant part of older people's social activity and connectedness (Toepoel, 2013). Because shopping and social activities are highly correlated for older people, social activities (7d) and shopping (7f) were combined, rather than double-counted. The highest score between 7d and 7f was used as the outcome quantity.

**Volunteering and caring for a relative were also combined into one outcome due to the similar nature of the activity. Research shows that volunteering and caring for a relative (as an unpaid carer) make a significant contribution to the health and wellbeing of people in the UK (The Kings's Fund, 2013). Because volunteering and caring for a relative were seen as two different activities by passengers, the scores for 7b and 7c were added to determine the outcome quantity.

8.2 Evidencing outcomes

Quantity of Outcome 1: Access to social activities and shopping

53% of passengers (n = 909) on the 39 subsidised routes reported that accessing the bus service for social activities and shopping improved their life by a score of 8 or more on a scale of 0 to 10. Without the bus, many passengers said that they would feel stuck at home, isolated, lonely and unable to get out and meet friends. Passengers reported that the bus service enabled them to visit friends and family, access shops and pubs, participate in community and outdoor activities, feel socially connected, maintain their independence, and improve their mental health.

Accessing shops and pubs

- ◆ "I go out weekly to the pub. If there is no bus, I have no social activity" (Pass 4, Route 1E)
- ◆ "I would be unable to go shopping. I would feel very isolated and have no social life" (Pass 6, Route 1N)
- ◆ "We only have a small shop in the village, no post office or bank. It's important to have the service to get out of the village (Pass 2, Route 27)

Maintaining social connection

- ◆ "I wouldn't be able to go out and see friends. I couldn't go out shopping. I would feel isolated and depressed" (Pass 1, Route 1A)
- ◆ "Most of my friends have died. I would be lost without the bus. The only people I see in the day are the people on the bus" (Pass 5, Route 17)
- ◆ "It would be a very lonely life without the bus" (Pass 2, Route 3)

Participating in community and outdoor activities

- ◆ “It would be hard for me to go to evening classes every night (Pass 2, Route 12E/12S)
- ◆ “I would have less time outside, less time walking and seeing people” (Pass 2, Route 8AB)
- ◆ “I have been to the beach this morning with friends, and I wouldn’t be able to go if this bus wasn’t going” (Pass 11, Route 30)

Fostering independence

- ◆ “I live alone and the bus is essential for my social life and to get to the bank. The bus helps me to be independent” (Pass 2, Route 3B)
- ◆ “I have depended on this service for over five years. It has allowed me to live my life as independently as possible. Because of a heart condition, I am unable to walk very far. Therefore I depend on the service to take me shopping and to meet up with friends” (Pass 2, Route 93)

Improving mental health

- ◆ “I depend on the bus at night to socialise and meet up with friends. This gives me freedom and makes me feel better” (Pass 1, Route 5E)
- ◆ “Shopping would become almost impossible. I would be unable to see my family. I struggle with anxiety and depression. Without the bus service, this would become much worse. I would become isolated and very lonely” (Pass 15, Route 37)
- ◆ “I would be unable to socialise. This service is so important for my mental health” (Pass 2, 67S)

Quantity of Outcome 2: Access to paid employment (full-time or part-time)

23% of passengers (n = 405) reported that accessing the bus service for paid employment improved their life by a score of 8 or more on a scale of 0 to 10. Without the bus, many reported that they would lose their job or have to move to a new location. Passengers stated that the bus enabled them to keep their job and maintain their quality of life without having to pay high prices for taxis or to go on benefits.

Losing their job

- ◆ “I couldn’t work, as it would completely change my shift patterns. I would probably get fired due to inability to meet shift patterns” (Pass 13, Route 67E)
- ◆ “I would lose hours at work. This would be enough to lose my job. Without work, I will have no money. My intention is to go to uni, and this would not be possible without the bus” (Pass 20, Route 3B)

Paying high prices for taxis

- ◆ “I can’t work if there are no buses, because I don’t drive. I will be grounded. It means so much expenditure on taxis” (Pass 6, Route 5E)
- ◆ “It would be much harder to get to work, and I would have to spend a lot more on travel” (Pass 8, Route 67S)

Having to move

- ◆ “I would have to move for my job” (Pass 5, Route 67E)

Going on benefits

- ◆ “I would not be able to work and would go on benefits” (Pass 19, Route 18)

Experiencing financial hardship

- ◆ “I would not be able to get to work which would impact my financial situation. I don’t have a car” (Pass 4, Route 1NS)
- ◆ “I work at the SPAR, 8am – 12pm. I depend on the bus for work and to keep my family” (Pass 8, Route 30).
- ◆ “If the bus service was removed, I would lose my job causing financial hardship for me and my family” (Pass 15, Route 39/99)



Quantity of Outcome 3: Access to healthcare appointments

The 1,729 bus questionnaires indicated that without the bus service, each passenger would have missed an average of 3.12 healthcare appointments per year.

Paying too much for taxis

- ◆ "I would have to pay for a taxi to take me to the doctors, and this would cost a fortune" (Pass 7, Route 1A)
- ◆ "I could not get to the doctors, hospital or dentist in Caernarfon. I'm on a pension, so taxis are not affordable, and I can't afford to run a car" (Pass 6, Route 88)

Cancelling appointments

- ◆ "I go to the hospital in Bangor in a lot. I would be stuck and have to cancel my appointments" (Pass 12, Route 1A)
- ◆ "I would not be able to reach the dentist and optician. I could not go to hospital for appointments" (Pass 19, Route 3B)

Relying on other sources of transportation

- ◆ "I have diabetes. I need to get to the surgery in Penygroes and to the nurse in Caernarfon. Without the bus, I would have to depend on friends to take me there" (Pass 4, 1F)
- ◆ "I have to go to hospital a lot. I have only one working eye. I would need to move closer to the hospital or use ambulance transport a lot more often" (Pass 14, Route 18)

Quantity of Outcome 4: Access to education and training

11% of passengers (n = 188) reported that being able to access the bus to attend education or training improved their life by a score of 8 or more on a scale of 0 to 10. Without the bus, many reported that they would not be able to get to school or would have to rely on family members, such as parents, for transport. For many passengers, bus services were considered essential to access opportunities for education and self-development.

Dropping out of school

- ◆ "Without the bus, I wouldn't be able to attend school" (Pass 8 and 20, Route 5E)
- ◆ "I can't get to school to get an education without the bus" (Pass 4, Route 76)
- ◆ "My mum works, so I need the bus to go to school" (Pass 8, Route 91)

Depending on family to get to school

- ◆ "I would have to ask my family to take me to school" (Pass 11, Route 91)

Facilitating self-development

- ◆ "The bus is important to get out and educate myself" (Pass 8, Route 37)

Dropping out of college or university

- ◆ "I wouldn't be able to go to uni, even pass my course, without the buses" (Pass 3, Route 85S)





Quantity of Outcome 5: Access to volunteering or caring for a family member

7% of passengers (n = 126) reported that accessing the bus service for volunteering or caring for a family member improved their life by a score of 8 or more on a scale of 0 to 10. Without the bus, many passengers would not be able to volunteer or to care for family members.

Volunteering

- ◆ "I am a volunteer for the Age Concern lunch club in Penygroes, and they rely on me turning up" (Pass 4, 1N)
- ◆ "Without the bus, I could not get to my voluntary work in Caernarfon" (Pass 6, Route 88)

Caring for parents

- ◆ "I look after my mum who is partially sighted, and I go every day to take care of her. I don't know what she would do if I couldn't make it" (Pass 4, Route 1N)
- ◆ "I need to go see my mother every day who is over 80. I care for my mother, get her shopping. The bus service is very important" (Pass 9, Route 3B)
- ◆ "I'm a carer for my father. I need to see him every day to check if he's OK, and to take him shopping" (Pass 6, Route 35)

Caring for other family members

- ◆ "I am a carer for my brother who lives in Porthmadog. If the bus service wasn't running, it would have a significant effect on me and my family" (Pass 7, Route 3B)
- ◆ "I rely on the bus to visit my husband in hospital" (Pass 2, Route 2S)
- ◆ "I would have to move. I am helping to care for grandchildren while their parents go to work" (Pass 13, Route 18)



9. Valuing outcomes

Financial proxies for four of the five main outcomes were sourced from the Social Value Bank (HACT, Value Calculator v.4.0, 2019). Based on wellbeing valuation, the Social Value Bank is the largest source of methodologically consistent and robust social values providing a basic assessment of social impact and evidence of value for money. For one of the main outcomes (i.e., access to healthcare appointments), the financial proxy was sourced from NHS Wales (2019) and NHS England (2019).

- ***Paid employment:*** To monetise 'paid employment', the Social Value Bank assigns a value of £12,034 per year for a full-time job and £1,229 per year for a part-time job (HACT, Value Calculator v.4.0, 2019). The mean value between full-time and part-time employment is £6,632 per year.
- ***Social activities and shopping:*** To monetise 'social activities and shopping', the Social Value Bank assigns a value of £1,850 per year for 'being a member of a social group' including 'regular attendance at a group meet-up' (HACT, Value Calculator v.4.0, 2019).
- ***Healthcare appointments:*** To monetise 'healthcare appointments', NHS Wales estimates that a missed hospital appointment costs the NHS £150 (NHS Wales, 2019), and that a missed GP appointment costs the NHS £30 (NHS England, 2019). The mean value between a missed hospital appointment and missed GP appointment is £90 per missed appointment.
- ***Volunteering and caring for friend/relative:*** To monetise 'volunteering and caring for a relative', the Social Value Bank assigns a value of £3,249 per year for 'regular volunteering at least once per month' (HACT, Value Calculator v.4.0, 2019).
- ***Education and training:*** To monetise 'education and training', the Social Value Bank assigns a value of £1,224 per year for 'vocational training' (HACT, Value Calculator v.4.0, 2019).

Calculating total social value for all 39 subsidised routes

The quantity of each outcome (section 8.2) was then multiplied by the financial proxy to determine the total social value (Table 9.1).

Table 9.1: Quantity of outcomes and financial proxies

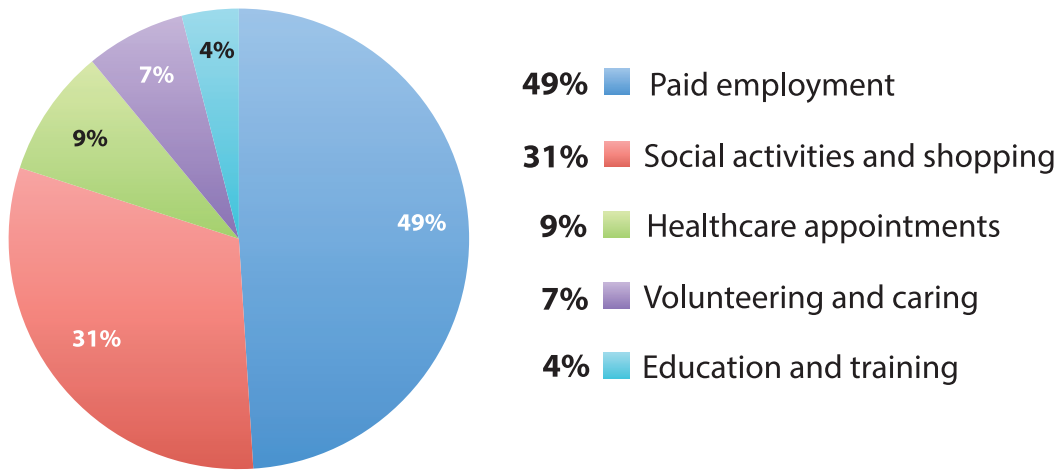
Passenger outcomes	Quantity	Financial Proxies	Source	Social Value (%)
Paid employment	405 of 1729 passengers	£6,632 per person per year	Social Value Calculator ¹	£2,685,960 (49%)
Social activities and shopping	909 of 1729 passengers	£1,850 per person per year	Social Value Calculator ¹	£1,681,650 (31%)
Healthcare appointments	3.12 missed appointments per passenger (n=1729)	£90 per missed appointment	NHS Wales ² NHS England ³	£485,503 (9%)
Volunteering and caring	126 of 1729 passengers	£3,249 per person per year	Social Value Calculator ¹	£409,374 (7%)
Education and training	188 of 1729 passengers	£1,124 per person per year	Social Value Calculator ¹	£211,312 (4%)
Total Social Value for 1,729 passengers who completed questionnaires				£5,473,799

¹ <https://www.hact.org.uk/value-calculator>

² <http://www.wales.nhs.uk/sitesplus/861/page/59579>, 4 March 2019

³ <https://www.england.nhs.uk/2019/01/missed-gp-appointments-costing-nhs-millions/>, 2 January 2019

Figure 9.1: Contribution of main outcomes to total social value



10. Calculating the social value ratio

In calculating the social value ratio, it was not possible to obtain questionnaire data from all passengers on subsidised bus routes. Therefore, questionnaires were completed by a percentage of passengers from each route. From these completed questionnaires, the social value per passenger journey was calculated for each route.

In addition, each passenger who completed a questionnaire accounted for more than one passenger journey if they travelled daily, weekly or monthly. Therefore, the number of passenger journeys per year for each route was based on passenger responses to question 3 of the questionnaire which asked:

'How often do you use the bus service?' (passengers could tick a box for *daily*, *weekly*, *monthly* or *other*).

Based on passenger responses to question 3, it was assumed that passengers who ticked *'daily'* averaged 3 journeys per week; those who ticked *'weekly'* averaged 1 journey per week; and those who ticked *'monthly'* averaged 1 journey per month. It was also assumed that those who ticked *daily* and *weekly* travelled for 47 weeks per year, those who ticked *monthly* travelled for 11 months per year (Table 10.1).

Table 10.1: Assumptions for estimating number of passenger journeys

Passenger response to question 3	Assumptions for estimating passenger journeys	Passenger journeys per year
Daily	3 journeys per week for 47 weeks per year	141
Weekly	1 journey per week for 47 weeks per year	47
Monthly	1 journey per month for 11 months per year	11

When these assumptions were applied, the total number of passenger journeys per year for the 1,729 completed questionnaires was 147,168, which was 12% of the annual 1,230,054 passenger journeys reported in the data provided by the LA (Table 7.1).

10.1 Estimating the social value ratio

The social value per passenger journey was then calculated by dividing the total social value for the 1,729 passengers (£5,473,799, Table 9.1) by the total number of estimated passenger journeys for the 1,729 passengers (147,168). The result was a social value per passenger journey of £37.19 (Table 10.2).

10.2 Estimating 'deadweight'

To minimise the risk of overclaiming the social value, SROI methodology requires 'deadweight' to be considered. Deadweight refers to what would have happened anyway if bus services were not running. In this evaluation, deadweight was estimated based on passenger responses to question 9 of the bus questionnaire which asked:

'If this bus service was not running, how would you make this journey?' (passengers could tick a box for *drive*, *walk*, *cycle*, *taxi*, *lift from friends/family*, or *would not make journey*).

Of the 1,729 questionnaire responses, 69% of passengers indicated that they would find another means of transport if the bus service was not running, and 31% reported that they would not make the journey. The deadweight percentage was therefore estimated at 69%, which represents the percentage of passengers who would have found another means of transport even if the bus was not running (Department for Transport, 2013).

According to the Department of Transport (2013), social value for bus passengers is counted only for those who would not make the journey (31%) in absence of the bus service. Passengers who would use a different means of transport in absence of the bus would still be able to access activities (i.e., employment, education, healthcare, social activities, shopping, volunteering or caring), and therefore they would receive the associated social benefits. When the deadweight percentage of 69% was applied, the social value ratio was £7.63 for every £1 invested. This ratio represents the base case scenario for the combined 39 bus services (Table 10.2).

Table 10.2: Calculating the Social Value Ratio

Total Social Value (1,729 passengers questionnaires)	£5,473,799
Total number of passenger journeys per year (1,729 passenger questionnaires)	147,168
Social value per passenger journey	£37.19
Cost per passenger journey	£1.51
Social value ratio (before deadweight)	24.63
Social value ratio (with 69% deadweight)	£7.64 : £1 (base case)
Social value ratio (with 50% of outcomes)	£3.82 : £1 (conservative case)
Social value ratio (with 50% deadweight)	£12.32 : £1 (optimistic case)

11. Sensitivity analysis

The base case ratio of £7.64 : £1 was based on assumptions derived from the quantitative and qualitative data in the 1,729 completed questionnaires. The base case scenario assumed that individual passenger scores of 8 or more in question 7 of the questionnaire indicated that an outcome was relevant and significant. It is possible that not every passenger who rated a particular outcome (i.e., access to social activities/shopping, employment, education, volunteering/caring for a relative) a score of 8 or more on a scale of 1 to 10 (question 7 of questionnaire) was actually entitled to the full social value as listed in the Social Value Bank. Therefore, the conservative case assumed only 50% of outcomes, resulting in a social value ratio of £3.82 : £1 (Table 10.2).

It is also possible that the deadweight percentage of 69% was too high. Although 69% of passengers indicated that they would find another means of transportation (if the bus service was not running), many also commented on the high expense of taxis, and the inconvenience of relying on family and friends for lifts. This indicates that there may be a higher number of passengers who would not make the journey without the bus. An optimistic scenario, therefore, assumed a deadweight percentage of 50%, which resulted in a social value ratio of £12.32 : £1 (Table 10.2). Considering both the conservative and optimistic scenarios, it is likely that the social value ratio for the combined 39 subsidised bus routes ranged between £3.82 and £12.32 for every £1 invested (Table 10.2).

12. Comparing bus routes

When subsidised bus routes were compared, there was a wide variety of social value ratios ranging from £59.96 : £1 (Route 38) to £0.31 : £1 (Route 8AB) (Table 12.1).

Nine bus routes reported social value ratios greater than £10 : £1 (shaded in green, Table 12.1).

Four routes showed social value ratios less than £1 : £1 (shaded in yellow, Table 12.1). For these four routes, the cost per passenger journey was more than £6 (Table 12.1).

Table 12.1: Social value per passenger journey and social value ratios

Service	Journey	Questionnaires completed (sample size) ¹	Cost per passenger journey	Social value per passenger journey	Social value ratio
38	Harlech - Barmouth	28 (5%)	£0.23	£13.79	£59.96 : £1
88	Caernarfon - Llanberis	60 (6%)	£0.39	£14.18	£36.36 : £1
3B	Porthmadog - Blaenau	142 (10%)	£0.59	£13.50	£22.89 : £1
30	Dolgellau - Tywyn	16 (4%)	£0.72	£11.79	£16.38 : £1
12E/12S	Pwllheli – Caernarfon (evening)	33 (2%)	£0.52	£7.44	£14.31 : £1
93	Clipa Caernarfon	25 (3%)	£0.51	£6.95	£13.63 : £1
5E	Bangor - Caernarfon	138 (46%)	£1.04	£12.94	£12.44 : £1
1N	Caernarfon – Penygroes – Talysarn - Nantlle	65 (12%)	£1.04	£11.83	£11.38 : £1
78	Maesgeirchen	29 (28%)	£0.93	£9.94	£10.69 : £1
1F	Caernarfon - Carmel	42 (12%)	£1.38	£13.71	£9.93 : £1
8	Nefyn - Pwllheli	28 (4%)	£1.11	£10.87	£9.79 : £1
67S	Bangor – Bethesda (Sunday)	28 (23%)	£1.62	£14.61	£9.02 : £1
28	Dolgellau - Tywyn	27 (6%)	£1.75	£14.93	£8.53 : £1
85	Caernarfon – Dinorwig	182 (31%)	£2.15	£17.54	£8.16 : £1
39	Dolgellau – Bermo – Harlech - Porthmadog	71 (9%)	£1.50	£11.94	£7.96 : £1
35	Dolgellau – Blaenau Ffestiniog	27 (15%)	£2.03	£13.74	£6.77 : £1
92	Caernarfon – Maes Barcer	44 (13%)	£1.11	£6.89	£6.21 : £1
1A	Llanllyfni - Nasareth	39 (9%)	£1.53	£9.41	£6.15 : £1
83	Bethel - Caernarfon	142 (43%)	£2.38	£13.97	£5.87 : £1
37	Blaenau Ffestiniog	37 (14%)	£1.41	£7.47	£5.30 : £1
76	Bangor - Bethesda	89 (23%)	£2.76	£13.81	£4.78 : £1
17	Pwllheli - Aberdaron	28 (8%)	£2.87	£11.41	£3.98 : £1
1E	Caernarfon - Porthmadog	12 (8%)	£3.91	£15.27	£3.91 : £1
18	Pwllheli - Abersoch	59 (16%)	£2.69	£9.78	£3.64 : £1
3	Pwllheli - Porthmadog	75 (57%)	£3.87	£13.30	£3.44 : £1
3S	Pwllheli – Porthmadog (Sunday)	20 (16%)	£2.55	£8.35	£3.27 : £1
91	Caernarfon – Dinas Dinlle and Locals	53 (21%)	£2.89	£9.00	£3.11 : £1
33	Dolgellau – Dinas Mawddwy	6 (3%)	£3.38	£10.41	£3.08 : £1
29	Clipa Tywyn	10 (6%)	£3.88	£11.53	£2.97 : £1
27	Pwllheli - Llithfaen	16 (8%)	£3.43	£9.43	£2.75 : £1
1S	Caernarfon (Sunday)	8 (5%)	£3.92	£9.16	£2.34 : £1
1NS	Caernarfon – Nantlle (Sunday)	13 (28%)	£3.26	£7.34	£2.25 : £1
23	Clipa Pwllheli	27 (13%)	£2.71	£5.95	£2.20 : £1
88S	Caernarfon – Llanberis (Sunday)	23 (35%)	£5.27	£10.70	£2.03 : £1
67E	Bangor – Bethesda (evening)	28 (52%)	£6.17	£8.06	£1.31 : £1
8S/18S	Pwllheli – Abersoch (Sunday)	13 (26%)	£6.32	£8.30	£0.76 : £1
14	Caernarfon – Pwllheli (Berwyn)	21 (68%)	£18.45	£13.26	£0.72 : £1
2S	Bangor – Dolgellau (Sunday)	9 (20%)	£10.86	£4.83	£0.44 : £1
8AB	Dinas – Rhydyclafdy - Pwllheli	16 (29%)	£15.49	£4.73	£0.31 : £1
Average of combined subsidised bus routes		44 (12%)	£1.51	£11.54	£7.64 : £1

¹ sample size based on number of annual passenger journeys from questionnaires (Table 10.1)



12.1 Comparing the social value method with the cost per journey method

When the social value method (Table 12.2) was compared with the cost per journey method (Table 12.3), nine routes were at the top of both lists (shaded in green), and six routes were at the bottom of both lists (shaded in yellow).

Table 12.2: Social value method for comparing bus routes

Social value ratios greater than £10 : 1		Social value ratios between £10 : 1 and £6 : 1		Social value ratios between £6 : 1 and £3 : 1		Social value ratios less than £3 : 1	
1) Route 38	£59.96	10) Route 1F	£9.93	19) Route 83	£5.87	29) Route 29	£2.97
2) Route 88	£36.36	11) Route 8	£9.79	20) Route 37	£5.30	30) Route 27	£2.75
3) Route 3B	£22.89	12) Route 67S	£9.02	21) Route 76	£4.78	31) Route 1S	£2.34
4) Route 30	£16.38	13) Route 28	£8.53	22) Route 17	£3.98	32) Route 1NS	£2.25
5) Route 12E	£14.31	14) Route 85	£8.16	23) Route 1E	£3.91	33) Route 23	£2.20
6) Route 93	£13.63	15) Route 39	£7.96	24) Route 18	£3.64	34) Route 88S	£2.03
7) Route 5E	£12.44	16) Route 35	£6.77	25) Route 3	£3.44	35) Route 67E	£1.31
8) Route 1N	£11.38	17) Route 92	£6.21	26) Route 3S	£3.27	36) Route 8S/18S	£0.76
9) Route 78	£10.69	18) Route 1A	£6.15	27) Route 91	£3.11	37) Route 14	£0.72
				28) Route 33	£3.08	38) Route 2S	£0.44
						39) Route 8AB	£0.31

Table 12.3: Cost per journey method for comparing bus routes

Cost per passenger journey less than £1		Cost per passenger journey between £1 - £2		Cost per passenger journey between £2 - £3		Cost per passenger journey greater than £3	
1) Route 38	£0.23	8) Route 1N	£1.04	18) Route 35	£2.03	27) Route 1NS	£3.26
2) Route 88	£0.39	9) Route 5E	£1.04	19) Route 85	£2.15	28) Route 33	£3.38
3) Route 93	£0.51	10) Route 8	£1.11	20) Route 83	£2.38	29) Route 27	£3.43
4) Route 12E	£0.52	11) Route 92	£1.11	21) Route 3S	£2.55	30) Route 3	£3.87
5) Route 3B	£0.59	12) Route 1F	£1.38	22) Route 18	£2.69	31) Route 29	£3.88
6) Route 30	£0.72	13) Route 37	£1.41	23) Route 23	£2.71	32) Route 1E	£3.91
7) Route 78	£0.93	14) Route 39	£1.50	24) Route 76	£2.76	33) Route 1S	£3.92
		15) Route 1A	£1.53	25) Route 17	£2.87	34) Route 88S	£5.27
		16) Route 67S	£1.62	26) Route 91	£2.89	35) Route 67E	£6.17
		17) Route 28	£1.75			36) Route 8S/18S	£6.32
						37) Route 2S	£10.86
						38) Route 8AB	£15.49
						39) Route 14	£18.45

12.2 Social value per passenger journey

The subsidised bus routes reported a social value per passenger journey ranging from £4.73 to £17.54 (Table 12.4). Routes with a social value per passenger journey of more than £10 (shaded in green) reported mostly higher percentages of social value from transport to and from employment (Table 12.4). Five routes (shaded in yellow) reported a social value per passenger journey of less than £7. These routes had a considerably lower percentage (20% or less) of social value from transport to and from employment (Table 12.4).

Table 12.4: Comparing bus routes using social value per journey

Social value per passenger journey more than £10			Social value per passenger journey less than £10		
Service	Journey	Social value per passenger journey (% of social value from employment)	Service	Journey	Social value per passenger journey (% of social value from employment)
85	Caernarfon - Dinorwig	£17.54 (57%)	78	Maesgeirchen	£9.94 (49%)
1E	Caernarfon - Porthmadog	£15.27 (60%)	18	Pwllheli - Abersoch	£9.78 (57%)
28	Dolgellau - Tywyn	£14.93 (39%)	27	Pwllheli - Llithfaen	£9.43 (29%)
67S	Bangor – Bethesda (Sunday)	£14.61 (74%)	1A	Llanllyfni - Nasareth	£9.41 (0%)
88	Caernarfon - Llanberis	£14.18 (59%)	1S	Caernarfon (Sunday)	£9.16 (0%)
83	Bethel - Caernarfon	£13.97 (52%)	91	Caernarfon – Dinas Dinlle	£9.00 (27%)
76	Bangor - Bethesda	£13.81 (41%)	3S	Pwyllheli – Porthmadog (Sun)	£8.35 (20%)
38	Harlech - Barmouth	£13.79 (28%)	8S/18S	Pwllheli – Abersoch (Sunday)	£8.30 (31%)
35	Dolgellau – B. Ffestiniog	£13.74 (57%)	67E	Bangor – Bethesda (evening)	£8.06 (72%)
1F	Caernarfon - Carmel	£13.71 (51%)	37	Blaenau Ffestiniog	£7.47 (46%)
3B	Porthmadog - Blaenau	£13.50 (53%)	12E/12S	Pwllheli – Caernarfon (eve)	£7.44 (57%)
3	Pwllheli - Porthmadog	£13.30 (49%)	1NS	Caernarfon – Nantlle (Sunday)	£7.34 (62%)
14	C’fon – Pwllheli (Berwyn)	£13.26 (53%)	93	Clipa Caernarfon	£6.95 (19%)
5E	Bangor - Caernarfon	£12.94 (54%)	92	Caernarfon – Maes Barcer	£6.89 (20%)
39	Dolgellau – Harlech - Port	£11.94 (24%)	23	Clipa Pwllheli	£5.95 (0%)
1N	C’fon – Penygroes - Nantlle	£11.83 (41%)	2S	Bangor – Dolgellau (Sunday)	£4.83 (0%)
30	Dolgellau - Tywyn	£11.79 (33%)	8AB	Dinas – Rhydyclafdy - Pwllheli	£4.73 (0%)
17	Pwllheli - Aberdaron	£11.41 (41%)	Average		£7.74 (29%)
8	Nefyn - Pwllheli	£10.87 (52%)			
88S	Caernarfon – Llanberis (Sun)	£10.70 (51%)			
33	Dolgellau – Dinas Mawddwy	£10.41 (0%)			
Average		£13.37 (46%)			



13. Discussion

This study used a SROI methodology for quantifying and monetising five main passenger outcomes, which included access to: employment, social activities/shopping, healthcare, education, and volunteering/caring. These five outcomes were selected by the focus group at the onset of the evaluation and were informed by evidence from previous studies estimating the social value of bus services to passengers (Gauge NI, 2011; Department for Transport, 2013; KPMG, 2016).

Strengths of this study

Previous studies have evaluated the overall social value of bus services, but this was the first to compare the social value to passengers of different subsidised bus routes within one LA. Second, the validity of the results was strengthened from quantitative and qualitative data collected from 1,729 questionnaires completed by passengers, thus giving a voice to primary beneficiary. Third, with an emphasis on direct stakeholder involvement, this evaluation was aligned with the Wellbeing of Future Generations (Wales) Act 2015. Fourth, the monetised outcomes used in this evaluation were derived from a consistent and robust method (i.e., wellbeing valuation) recommended in HM Treasury's Green Book (2018) for measuring social CBA.

Limitations of this study

First, the reliability of the results may have been hampered by variations in the amount of data collected for each route. The average number of questionnaires completed per route was 44, but this ranged from 6 (Route 33) to 182 (Route 85). The sample size (based on the estimated number of passenger journeys) for Route 33 was 3%, compared with a sample size of 31% for Route 85 (Table 12.1). The sample size for each route was important in considering the degree to which the data from completed questionnaires was representative of all passenger journeys for a particular route. It was possible that questionnaire data from routes with smaller sample sizes was not representative of all passengers using these routes.

It is also conceivable that 'strategic bias' could have influenced the results. In this study, strategic bias refers to the possibility that bus passengers over-reported the value of the bus service in order to influence the LA's decision-making process (Meginnis et al., 2018). Although strategic bias could have affected the social value ratios for the combined 39 services, it would not have affected the comparison between routes.

13.1 Main findings

1) Subsidised bus services in Gwynedd deliver positive social value to passengers

Results of this study showed that subsidised bus services generated positive social value to passengers. Quantitative and qualitative data from 1,729 questionnaires indicated that subsidised services enabled passengers to travel to and from work, education, shopping, social activities, healthcare appointments, volunteering opportunities and caring for elderly parents. When all 39 subsidised bus routes were combined, the social value ratio ranged from £3.82 : £1 (conservative case) to £12.32 : £1 (optimistic case), with a base case of £7.64 : £1 (Table 10.2).

These results indicated that for every £1 invested in subsidised bus services, approximately £3 to £13 of social value was generated for passengers. These social value ratios are comparable with previous community transport and bus transport studies where the social value ratios ranged from £3.07 : £1 (Wright, 2009) to £8.17 : £1 (Department of Transport, 2013) to £12 : £1 (Gauge, 2011).

2) Transport to and from employment was associated with a higher social value per passenger journey

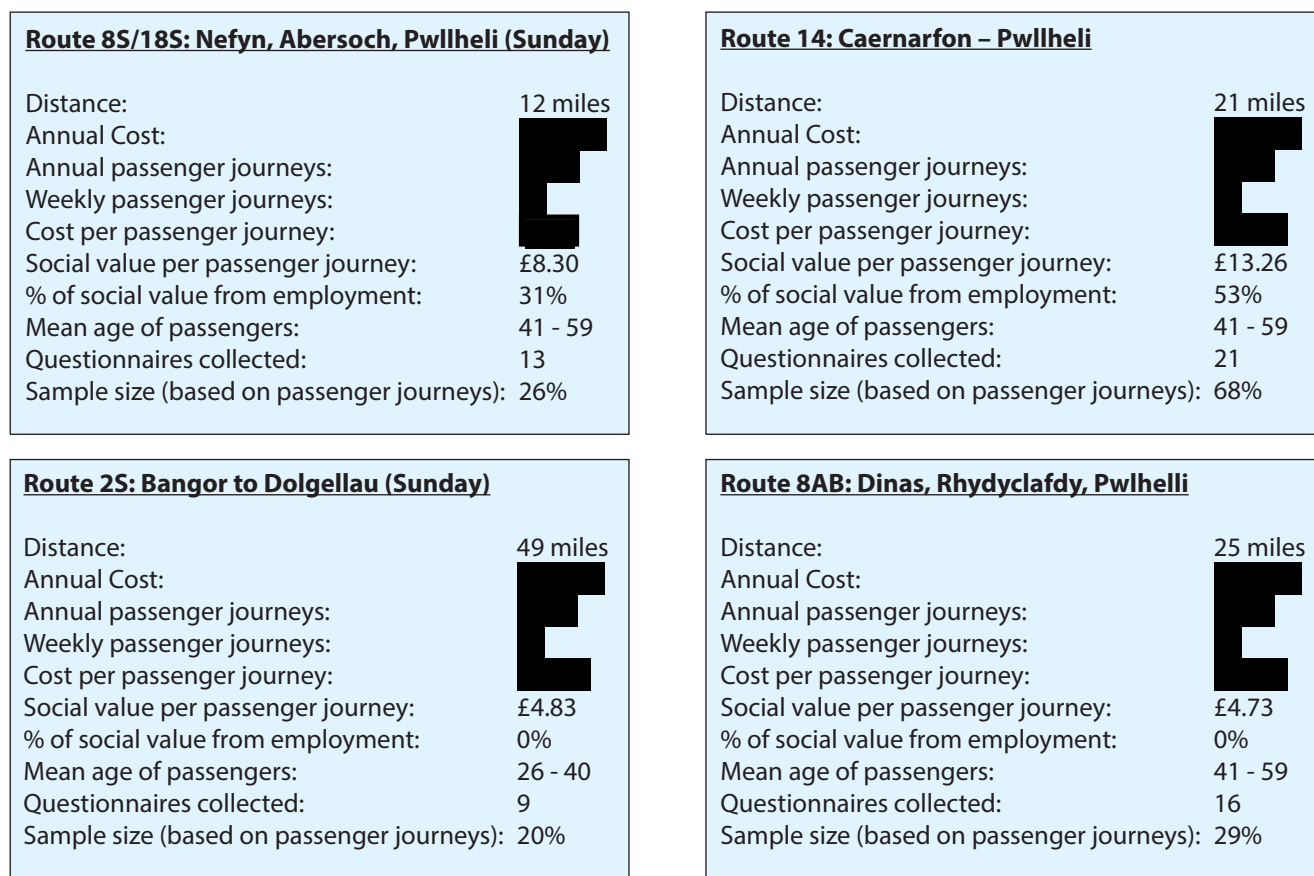
The social value per passenger journey for each of the 39 routes ranged from £4.73 (Route 8AB) to £17.54 (Route 85). The routes with the highest social value per passenger journey were generally those that provided transport to and from employment (Table 12.4). Five routes with a social value per passenger journey of less than £7 reported a lower percentage (20% or less) of passenger journeys to and from employment (Table 12.4).

3) Restructuring recommended for four routes with social value ratios less than £1 : £1

Four routes (8S/18S, 14, 2S, 8AB) showed social value ratios of less than £1 : £1. Each of these routes reported less than 100 passenger journeys per week. The cost per passenger journey for these four routes ranged between £6.32 and £18.45 (Figure 13.1). Restructuring of these four routes is recommended (Figure 13.1).

However, one of the four services (Route 14) reported a high social value per passenger journey (£13.26) due to a higher percentage (53%) of passenger journeys to and from paid employment. Although this was not enough to offset the high annual operating costs (£47,290) and a low number of passenger journeys (49 per week), it is recommended that care should be taken when restructuring Route 14 to ensure that passengers can access employment, thus preventing possible social isolation and benefit payments.

Figure 13.1: Profile of four routes with social value ratios less than £1 : £1



14. Conclusion

Quantitative and qualitative data from 1,729 completed passenger questionnaires indicated that 39 subsidised bus routes generated substantial social value to passengers. Providing transport to and from paid employment comprised the largest source of social value for passengers, and routes with a higher percentage of passenger journeys for paid employment generated higher social values.

When the 39 routes were compared, there was a wide variety of social value ratios with nine routes reporting ratios greater than £10 for every £1 invested, and four routes showing social value ratios less than £1 for every £1 invested. Low social value ratios were mainly due to high annual operating costs, a low number of annual passenger journeys, and fewer passenger journeys to and from paid employment. Restructuring of the four routes with social value ratios less than £1 : £1 is recommended.

Although some restructuring of routes is required, questionnaire data from the combined 39 subsidised services showed benefits for passengers of all ages. Young people reported that the bus service enabled them to get to school, spend time with their friends and rely less on their parents to attend activities. Working age adults noted that the bus service was essential to get to and from employment, and was an important means of transport in caring for their elderly parents. Older people needed the bus to get out of the house, to reduce loneliness, to shop, attend social activities and visit the GP. Without the bus, older people said that they would feel isolated, lonely and depressed. With a rapidly ageing population in Gwynedd and with more than one in five homes without a car, subsidised bus services provide a crucial means of transportation for many people in Gwynedd.



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Appendix 1: Gwynedd Local Bus Questionnaire 2019

Service _____ Date _____ Time: _____

Pick Up: _____

Destination: _____

1) Your Age

< 16	16 - 25	26 - 40	41 - 59	60-79	80+

2) Your sex

Male	
Female	
Prefer not to answer	

3) How often do you use this bus service?

Daily	Weekly	Monthly	Other (note)

4) In a usual week, which days do you use this bus service?

Mon	Tues	Wed	Thurs	Fri	Sat	Sun

5) How did you pay for this journey?

Concessionary bus pass	
Weekly or monthly pass (60+)	
Weekly or monthly pass (disabled)	
16+ ticket	
Cash	
Other (please state below)	

Other _____

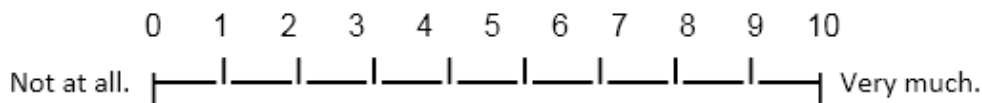
6) Reason for this journey today?

Getting to work	Being a Volunteer	Caring for someone	Health services	Going shopping	Education/training	Physical activities	Social activities

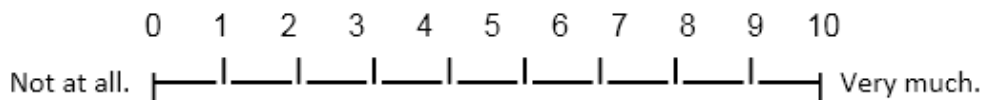


7) How much does this bus service improve your life by providing travel to and from...

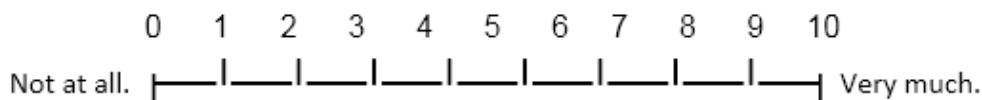
a) **paid employment?** Not applicable_



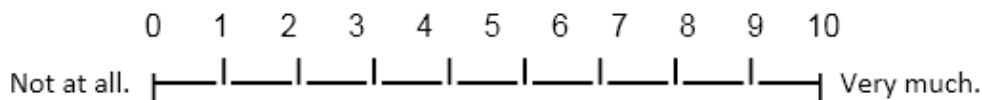
b) **volunteering?** Not applicable_



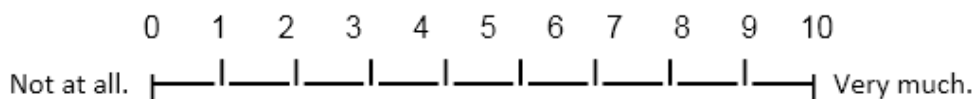
c) **caring for a friend or relative?** Not applicable_



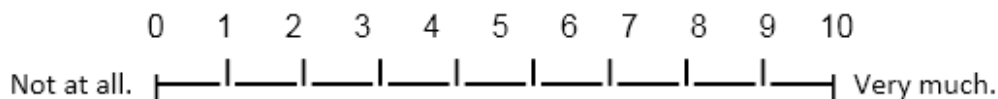
d) **social activities (i.e., meeting up with friends)?** Not applicable_



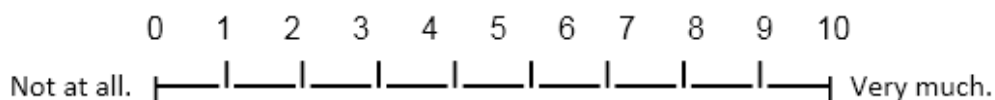
e) **healthcare appointments?** Not applicable_



f) **Going to shops, including banks and the post office?** Not applicable_

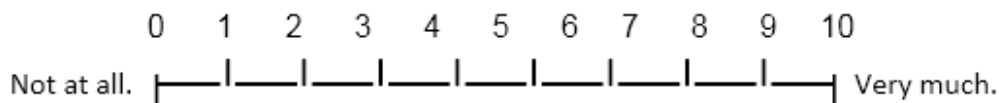


g) **education or training sessions?** Not applicable_

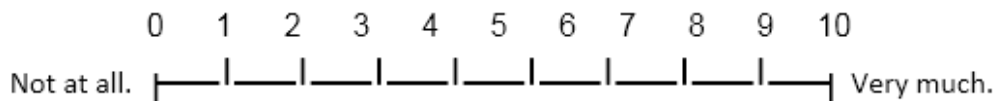


8) How much does this bus service improve your life by helping you to...

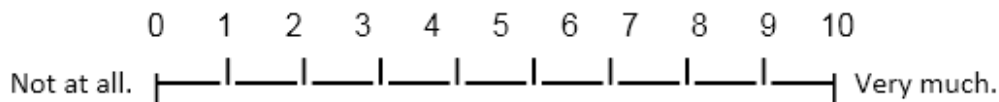
a) **get out more and interact with others?** Not applicable_



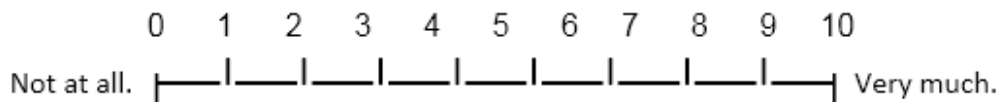
b) **have more freedom and independence?** Not applicable_



c) **do things that enable you to feel more positive and happy?** Not applicable_



d) **get out more to walk, exercise and improve your physical health?** Not applicable_



9) If this bus was not running, how would you make this journey?

Drive	Walk	Cycle	Taxi	Alternate bus service	Lift from friends/family	Would not make journey	Other (state below)

Other _____

10) If this bus was not running, how much would it cost you to make this journey?

<input type="checkbox"/> £0	<input type="checkbox"/> £0 - £3	<input type="checkbox"/> £3 - £6	<input type="checkbox"/> £6 - £9	<input type="checkbox"/> £9 - £12	<input type="checkbox"/> £12 - £15	<input type="checkbox"/> £15 - £18	<input type="checkbox"/> £18 - £21	<input type="checkbox"/> Over £21
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11) If this bus was not running, how many healthcare appointments would you have missed last year?

<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 - 9	<input type="checkbox"/> 10 - 14	<input type="checkbox"/> 15 - 19	<input type="checkbox"/> Over 20
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12) If this bus was not running, how would it affect your life (eg., work, education, social activities, etc)?



Appendix 2: Social value summary of each bus route

Route 1A Port - Llanllyfni – Penygroes – C’fon	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	39		
% paper	72%		
% online	28%		
% female	69%		
Mean age	60-79		
Concessionary pass	69%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.53		
Passenger journeys (from Questionnaires)	██████		
% of annual passenger journeys	9%		
Social Value			
◆ Social activities and shopping	27/39	£1,850 (member of social group)	£49,950 (54%)
◆ Health services	5.49(39)	£90 per missed appointment	£19,270 (21%)
◆ Employment	0/39	£6,632 (full-time/part-time employment)	£0 (0%)
◆ Education	3/39	£1,124 (vocational training)	£3,372 (4%)
◆ Volunteering and caring	6/39	£3,249 (volunteering)	£19,494 (21%)
Total Social Value			£92,086
Deadweight			69%
Total Social Value (after deadweight)		£92,086 x 0.31	£28,547
Social Value per passenger journey		£28,547 / 3,030	£9.41
Social Value Ratio		£9.41 / £1.53	£6.15/£1

Route 1A	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I wouldn't be able to go out to see friends. I couldn't go out shopping. I would feel isolated and depressed. There are no shops in Groeslon (Pass 1). ◆ I am 85yrs old, and at my age I should not have to struggle to carry bags from Penygroes to Llanllyfni. Also, my pension goes into HSBC, and since there is no bank in Penygroes, I have to travel to Caernarfon (Pass 3). ◆ There are a few buses going through Llanllyfni for shopping in Caernarfon. I would have to get a taxi, and this would be expensive (Pass 4). ◆ I would be socially isolated. I would not be able to do weekly shopping for my nutrition, nor socialise with others and attend cafés and lunch clubs. I would not be able to access the bank as there is no HSBC in Penygroes. I have no local family to take me to shops as frequently as I would like (Pass 10).
Healthcare appointments	<ul style="list-style-type: none"> ◆ There are a few buses going through Llanllyfni to the doctor in Penygroes. I would have to get a taxi, and this would be expensive (Pass 4). ◆ I would have to pay for a taxi to take me to the doctors, and this would cost a fortune" (Pass 7) ◆ I wouldn't be able to get to Caernarfon to the clinic to cut my toe nails. I wouldn't be able to go Ysbyty Eryri in Caernarfon for my appointments every 3 months (Pass 8). ◆ I rely heavily on buses as my husband is always in hospital. When he isn't, we always have appointments with doctors. I also rely on buses for shopping and meeting up with friends and family. Because of my husband's illness, I need to get out for my own health too (Pass 9). ◆ I go to the hospital in Bangor a lot. I would be stuck and have to cancel my appointments. I like to go out on the bus, and this helps my mental health (Pass 12).
Other:	<ul style="list-style-type: none"> ◆ I would have to think of moving house. I don't want to do that as I have lived in Groeslon for 45yrs. (Pass 1).

Route 1E Caernarfon – Porthmadog	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	12		
% paper	100%		
% online	0%		
% female	33%		
Mean age	41-59		
Concessionary pass	33%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£3.91		
Passenger journeys (from Questionnaires)	893		
% of annual passenger journeys	8%		
Social Value			
◆ Social activities and shopping	6/12	£1,850 (member of social group)	£11,100 (25%)
◆ Health services	0(12)	£90 per missed appointment	£0 (0%)
◆ Employment	4/12	£6,632 (full-time/part-time employment)	£26,528 (60%)
◆ Education	0/12	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	2/12	£3,249 (volunteering)	£6,498 (15%)
Total Social Value			£44,126
Deadweight			69%
Total Social Value (after deadweight)		£44,126 x 0.31	£13,679
Social Value per passenger journey		£13,679 / 893	£15.27
Social Value Ratio		£15.27 / £3.91	£3.91/£1

Route 1E	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ There is no pub in the village so I take the bus 2x per week to get to the pub (Pass 3). ◆ I go out weekly to the pub. If there is no bus, I have no social activity (Pass 4).
Employment:	<ul style="list-style-type: none"> ◆ I would lose my job (Pass 1). ◆ I work and need the late bus (Pass 8). ◆ I baby sit, and I wouldn't be able to get to work (Pass 2). ◆ I would lose my job and socialise less (Pass 5).
Independence:	<ul style="list-style-type: none"> ◆ I would lose my independence (Pass 6).

Route 1F Caernarfon – Carmel - Porthmadog	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	42		
% paper	24%		
% online	76%		
% female	64%		
Mean age	41-59		
Concessionary pass	48%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.38		
Passenger journeys (from Questionnaires)	3,215		
% of annual passenger journeys	12%		
Social Value			
♦ Social activities and shopping	22/42	£1,850 (member of social group)	£40,700 (29%)
♦ Health services	4.17(42)	£90 per missed appointment	£15,763 (11%)
♦ Employment	11/42	£6,632 (full-time/part-time employment)	£72,952 (51%)
♦ Education	3/42	£1,124 (vocational training)	£3,372 (2%)
♦ Volunteering and caring	3/42	£3,249 (volunteering)	£9,747 (7%)
Total Social Value			£142,534
Deadweight			69%
Total Social Value (after deadweight)		£142,534 x 0.31	£44,186
Social Value per passenger journey		£44,186 / 3,215	£13.71
Social Value Ratio		£13.71 / £1.38	£9.93/£1

Route 1F	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ♦ I would be stuck in the house. I would have to depend on the children but they work and have busy lives. Taxi is expensive if you're on a small pension (Pass 1). ♦ I would be stuck at home and depend on my children, but they work so this wouldn't be possible all the time (Pass 2). ♦ I would lose me independence and going to the library (Pass 3). ♦ I would also lose my freedom to meet up with friends. I don't want to be in the house all day. I would be depressed (Pass 4).
Healthcare appointments	<ul style="list-style-type: none"> ♦ I have diabetes. I need to get to the surgery in Penygroes and to the nurse in Caernarfon. Without the bus, I would have to depend on friends to take me there (Pass 4).



Route 1N C'fon – Penygroes - Talysarn - Nantlle	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	65		
% paper	31%		
% online	69%		
% female	78%		
Mean age	41-59		
Concessionary pass	35%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.04		
Passenger journeys (from Questionnaires)	5,998		
% of annual passenger journeys	12%		
Social Value			
◆ Social activities and shopping	36/65	£1,850 (member of social group)	£66,600 (29%)
◆ Health services	4.65(65)	£90 per missed appointment	£27,203 (12%)
◆ Employment	14/65	£6,632 (full-time/part-time employment)	£92,848 (41%)
◆ Education	6/65	£1,124 (vocational training)	£6,744 (3%)
◆ Volunteering and caring	11/65	£3,249 (volunteering)	£35,739 (15%)
Total Social Value			£229,134
Deadweight			69%
Total Social Value (after deadweight)		£229,134 x 0.31	£71,032
Social Value per passenger journey		£71,032 / 5,998	£11.83
Social Value Ratio		£11.83 / £1.04	£11.38/£1

Route 1N	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would be housebound with no life and no social activities (Pass 2). ◆ I would more or less be housebound. I go to Caernarfon every day. I like having a bet on the horses, and I do it at Caernarfon. I also go to Iceland, Morrisons, Asda, Home Bargains and the Post office (Pass 3). ◆ I would also feel very isolated and have no social life. This bus service is vital to the life of our village community (Pass 6). ◆ I would be unable to go shopping and I would also feel very isolated and have no social life. This bus service is vital to the life of our village community (Pass 6).
Employment	<ul style="list-style-type: none"> ◆ I would lose my job and feel isolated (Pass 7). ◆ Getting to work would be very difficult (Pass 6).
Volunteering and caring	<ul style="list-style-type: none"> ◆ I'm a volunteer for the Age Concern lunch club in Penygroes. They rely on me turning up (Pass 4). ◆ I also look after my mum who is partially sighted, and I go every day to take care of her. I don't know what she would do if I couldn't make it. I also go with her on the bus to hospital appointments (Pass 4).
Independence	<ul style="list-style-type: none"> ◆ I would not be as independent without the bus (Pass 5).

Route 1NS Caernarfon – Nantlle - Porthmadog	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	13		
% paper	100%		
% online	0%		
% female	69%		
Mean age	26-40		
Concessionary pass	31%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£3.26		
Passenger journeys (from Questionnaires)	1,363		
% of annual passenger journeys	28%		
Social Value			
♦ Social activities and shopping	6/13	£1,850 (member of social group)	£11,100 (34%)
♦ Health services	1.08(13)	£90 per missed appointment	£1,264 (4%)
♦ Employment	3/13	£6,632 (full-time/part-time employment)	£19,896 (62%)
♦ Education	0/13	£1,124 (vocational training)	£0 (0%)
♦ Volunteering and caring	0/13	£3,249 (volunteering)	£0 (0%)
Total Social Value			£32,260
Deadweight			69%
Total Social Value (after deadweight)		£32,260 x 0.31	£10,001
Social Value per passenger journey		£10,001 / 1,363	£7.34
Social Value Ratio		£7.34 / £3.26	£2.25/£1

Route 1NS	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ♦ I would be stuck at home and not able to get around (Pass 1). ♦ I would not be able to see friends (Pass 2).
Employment	<ul style="list-style-type: none"> ♦ I would lose my job and feel isolated (Pass 3). ♦ I would not be able to get to work which would impact my financial situation. I don't have a car (Pass 4).



Route 1S Caernarfon - Porthmadog	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	8		
% paper	100%		
% online	0%		
% female	50%		
Mean age	26-40		
Concessionary pass	13%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£3.92		
Passenger journeys (from Questionnaires)	310		
% of annual passenger journeys	5%		
Social Value			
◆ Social activities and shopping	3/8	£1,850 (member of social group)	£5,500 (60%)
◆ Health services	0.5(8)	£90 per missed appointment	£360 (4%)
◆ Employment	0/8	£6,632 (full-time/part-time employment)	£0 (0%)
◆ Education	0/8	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	1/8	£3,249 (volunteering)	£3,249 (36%)
Total Social Value			£9,159
Deadweight			69%
Total Social Value (after deadweight)		£9,159 x 0.31	£2,839
Social Value per passenger journey		£2,839 / 310	£9.16
Social Value Ratio		£9.16 / £3.92	£2.34/£1

Route 1S	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ Without the bus, I would not be able to meet with friends (Pass 2). ◆ It would reduce the frequency of visits (Pass 3).



Route 2S Bangor-Dolgellau	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	9		
% paper	100%		
% online	0%		
% female	67%		
Mean age	26-40		
Concessionary pass	22%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£10.86		
Passenger journeys (from Questionnaires)	492		
% of annual passenger journeys	20%		
Social Value			
◆ Social activities and shopping	4/9	£1,850 (member of social group)	£7,400 (95%)
◆ Health services	0.33(9)	£90 per missed appointment	£268 (5%)
◆ Employment	0/9	£6,632 (full-time/part-time employment)	£0 (0%)
◆ Education	0/9	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	0/9	£3,249 (volunteering)	£0 (0%)
Total Social Value			£7,668
Deadweight			69%
Total Social Value (after deadweight)		£7,668 x 0.31	£2,377
Social Value per passenger journey		£2,377 / 492	£4.83
Social Value Ratio		£4.83 / £10.86	£0.44 / £1

Route 2S	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I wouldn't be able to go to visit friends (Pass 1). ◆ I need this bus to visit my parents who live in Bangor (Pass 3). ◆ I work all week, and I use this service to go see my family on the weekends (Pass 4).
Volunteering and caring	<ul style="list-style-type: none"> ◆ I rely on the bus to visit my husband in hospital (Pass 2).



Route 3 Porthmadog - Pwllheli	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	75		
% paper	33%		
% online	67%		
% female	73%		
Mean age	41-59		
Concessionary pass	45%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£3.87		
Passenger journeys (from Questionnaires)	6,053		
% of annual passenger journeys	57%		
Social Value			
◆ Social activities and shopping	39/75	£1,850 (member of social group)	£72,150 (28%)
◆ Health services	3.47(75)	£90 per missed appointment	£23,423 (9%)
◆ Employment	19/75	£6,632 (full-time/part-time employment)	£126,008 (49%)
◆ Education	6/75	£1,124 (vocational training)	£5,620 (2%)
◆ Volunteering and caring	10/75	£3,249 (volunteering)	£32,490 (12%)
Total Social Value			£259,691
Deadweight			69%
Total Social Value (after deadweight)		£259,691 x 0.31	£80,504
Social Value per passenger journey		£80,504 / 6,053	£13.30
Social Value Ratio		£13.30 / £3.87	£3.44/£1

Route 3	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I do not drive so I rely on the bus. Without the bus service, my life would be extremely restricted. It would affect my life very deeply as I would only be able to travel when my husband is home (i.e. evenings + weekends). We live in a rural area and I would be very isolated and lonely. As I suffer from depression this would really have a major impact (Pass 1). ◆ It would be a very lonely life without the bus, difficult to get food as there is no shop in village. Pwllheli is the nearest shopping centre which is over four miles return. It's too far for someone over 80 to walk with a shopping trolley (Pass 2). ◆ I would not be able to shop properly. I would have less food in house and a shortage of money due to taxi fares. I would feel depressed and isolated (Pass 3). ◆ I would have to stay at home as I could not afford the weekly taxi fares to visit friends and family (Pass 4). ◆ It would be a pain. I would have to shop locally which is a lot more expensive (Pass 6). ◆ I would lose touch with friends (Pass 9). ◆ I would have to get a taxi but this is expensive. I wouldn't go out as often (Pass 12).
Employment	<ul style="list-style-type: none"> ◆ I would have to learn how to drive to go to work (Passenger 8).
Volunteering and caring	<ul style="list-style-type: none"> ◆ I would go less often and have to pay for someone to look after my parents (Pass 10). ◆ I would spend less time with my mum. I wouldn't be able to take her places (Pass 11).
Independence	<ul style="list-style-type: none"> ◆ I would struggle and have to ask my parents for lifts (Pass 5). ◆ It would be hard. My parents would have to go back and forth to take me to Pwllheli (Pass 7).

Route 3B Porthmadog – Blaenau Ffestiniog	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	142		
% paper	36%		
% online	64%		
% female	57%		
Mean age	41-59		
Concessionary pass	37%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£0.59		
Passenger journeys (from Questionnaires)	11,882		
% of annual passenger journeys	10%		
Social Value			
♦ Social activities and shopping	68/142	£1,850 (member of social group)	£125,800 (24%)
♦ Health services	2.90(142)	£90 per missed appointment	£37,062 (7%)
♦ Employment	41/142	£6,632 (full-time/part-time employment)	£271,912 (53%)
♦ Education	13/142	£1,124 (vocational training)	£14,612 (3%)
♦ Volunteering and caring	21/142	£3,249 (volunteering)	£68,229 (13%)
Total Social Value			£517,615
Deadweight			69%
Total Social Value (after deadweight)		£517,615 x 0.31	£160,461
Social Value per passenger journey		£160,461 / 11,882	£13.50
Social Value Ratio		£13.50 / £0.59	£22.89/£1

Route 3B	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ♦ I live alone and the bus is essential for my social life and to get to the bank. The bus helps me to be independent. I am sight impaired and the bus enables me to attend a sight low vision group which supports my wellbeing (Pass 2). ♦ I would be a lonely lady. I wouldn't be able to meet my friend going to Welsh classes. Shopping would be more expensive, and I wouldn't be able to go further than Blaenau Ffestiniog (Pass 14). ♦ I wouldn't be able to go anywhere. I would have to depend on friends who are over 80, and I wouldn't like to ask them. I would stay in. Without the bus service, I would feel lonely isolated and depressed (Pass 17). ♦ I would feel isolated. I wouldn't have moved to Blaenau if there wasn't a bus service. (Pass 22).
Employment	<ul style="list-style-type: none"> ♦ I would lose hours at work. This would be enough to lose my job. Without work, I will have no money. (Pass 20) ♦ I would lose my job without the bus (Pass 21). ♦ I would have to find another job (Pass 24). ♦ I depend on the bus service to get to work (Pass 30).
Healthcare appointments	<ul style="list-style-type: none"> ♦ As I don't drive, I rely on the bus to go to and from hospital appointments. I have paid over £300 for a taxi to go to hospital appointments (Pass 15). ♦ I would not be able to reach the dentist and optician, or go to hospital for appointments (Pass 19). ♦ I would have to depend on my family to take me to doctors (Pass 27).
Volunteering and caring	<ul style="list-style-type: none"> ♦ I am a carer for my brother who lives in Porthmadog. If the bus service was not running it would have a significant effect on me and my family (Pass 7). ♦ This would be a massive impact on me I need to go see my mother every day who is over 80 and she lives in Blaenau. I care for my mother, go and get her shopping. The bus service is very important (Pass 9). ♦ I could not volunteer which would reduce my mental health (Pass 19).



Route 3S Porthmadog – Pwllheli (Sunday)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	20		
% paper	100%		
% online	0%		
% female	50%		
Mean age	26-40		
Concessionary pass	15%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.55		
Passenger journeys (from Questionnaires)	1,220		
% of annual passenger journeys	16%		
Social Value			
◆ Social activities and shopping	13/20	£1,850 (member of social group)	£24,050 (73%)
◆ Health services	1.20(20)	£90 per missed appointment	£2,160 (7%)
◆ Employment	1/20	£6,632 (full-time/part-time employment)	£6,632 (20%)
◆ Education	0/20	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	0/20	£3,249 (volunteering)	£0 (0%)
Total Social Value			£32,842
Deadweight			69%
Total Social Value (after deadweight)		£32,842 x 0.31	£10,181
Social Value per passenger journey		£10,181 / 1,220	£8.35
Social Value Ratio		£8.35 / £2.55	£3.27/£1

Route 3S	Comments from bus passengers
Social activities and shopping	◆ I would see friends less (Pass 3).
Employment	◆ I couldn't get to work without the bus (Pass 1).
Healthcare appointments	◆ It would be much harder to make healthcare appointments (Pass 2).
Independence	◆ Without the bus, my friend would have to take me, and I would lose my independence (Pass 4).

Route 5E Bangor – Caernarfon (evenings)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	138		
% paper	45%		
% online	55%		
% female	49%		
Mean age	26-40		
Concessionary pass	19%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.04		
Passenger journeys (from Questionnaires)	12,120		
% of annual passenger journeys	46%		
Social Value			
◆ Social activities and shopping	61/138	£1,850 (member of social group)	£112,850 (22%)
◆ Health services	3.25(138)	£90 per missed appointment	£40,365 (8%)
◆ Employment	41/138	£6,632 (full-time/part-time employment)	£271,912 (54%)
◆ Education	17/138	£1,124 (vocational training)	£19,108 (4%)
◆ Volunteering and caring	19/138	£3,249 (volunteering)	£61,731 (12%)
Total Social Value			£505,966
Deadweight			69%
Total Social Value (after deadweight)		£505,966 x 0.31	£156,849
Social Value per passenger journey		£156,849 / 12,120	£12.94
Social Value Ratio		£12.94 / £1.04	£12.44/£1

Route 5E	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I depend on the bus at night to socialise and to meet up with friends. This gives me freedom and makes me feel better (Pass 1). ◆ I am a student! I use the bus for social mobility. It's important to get the bus to be independent (Pass 2). ◆ I would not be able to go out except a friend or family can give me a ride. It is the only way I can get to church, which is very important to me (Pass 13). ◆ I wouldn't be able to see my friends (Pass 17). ◆ I couldn't see family, and it will affect my social life (Pass 18). ◆ I wouldn't see my friends/boyfriend as much, as they live in Caernarfon (Pass 22). ◆ It makes it more difficult for me to go to the gym because it's too far to go to and from (Pass 16).
Employment	<ul style="list-style-type: none"> ◆ I can't work if there are no buses because I don't drive. I will be grounded, that means so much expenditure on taxi (Pass 6). ◆ I would be out of a job (Pass 7). ◆ I'll lose my job; I will be unemployed (Pass 9). ◆ It is the only way I can get to work; I would have to get a job closer to home (Pass 12). ◆ I would be unemployed without the bus (Pass 21).
Education and training	<ul style="list-style-type: none"> ◆ I depend on bus service for college (Pass 5). ◆ I wouldn't be able to go to school (Pass 8). ◆ I wouldn't be able to go to school (Pass 20).
Volunteering and caring	<ul style="list-style-type: none"> ◆ I need the bus service for volunteering purposes (Pass 4).
Independence	<ul style="list-style-type: none"> ◆ I will be solely dependent on my parents to take me around (Pass 10).



Route 8 Nefyn - Abersoch - Pwllheli	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	28		
% paper	36%		
% online	64%		
% female	64%		
Mean age	41-59		
Concessionary pass	43%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.11		
Passenger journeys (from Questionnaires)	2,560		
% of annual passenger journeys	4%		
Social Value			
◆ Social activities and shopping	17/28	£1,850 (member of social group)	£31,450 (35%)
◆ Health services	3.82(28)	£90 per missed appointment	£9,626 (11%)
◆ Employment	7/28	£6,632 (full-time/part-time employment)	£46,424 (52%)
◆ Education	2/28	£1,124 (vocational training)	£2,248 (2%)
◆ Volunteering and caring	0/28	£3,249 (volunteering)	£0 (0%)
Total Social Value			£89,748
Deadweight			69%
Total Social Value (after deadweight)		£89,748 x 0.31	£27,822
Social Value per passenger journey		£27,822 / 2,560	£10.87
Social Value Ratio		£10.87 / £1.11	£9.79/£1

Route 8	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I need the bus to go shopping (Pass 3). ◆ I depend on the bus to go shopping (Pass 4).
Employment	<ul style="list-style-type: none"> ◆ I would have to depend on friends and family to get a lift to and from work in Pwllheli (Pass 5).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I depend on the bus to go to the dentist (Pass 4).
Other	<ul style="list-style-type: none"> ◆ Devastated without the bus. I am on benefits, and I can't walk home on crutches (Pass 1). ◆ I can't get to the job centre, and I would lose out on payments (Pass 2).

Route 8AB Dinas – Rhydyclafdy - Pwllheli	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	16		
% paper	100%		
% online	0%		
% female	44%		
Mean age	41-59		
Concessionary pass	50%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£15.49		
Passenger journeys (from Questionnaires)	1,338		
% of annual passenger journeys	29%		
Social Value			
◆ Social activities and shopping	8/16	£1,850 (member of social group)	£14,800 (73%)
◆ Health services	1.63(16)	£90 per missed appointment	£2,347 (11%)
◆ Employment	0/16	£6,632 (full-time/part-time employment)	£0 (0%)
◆ Education	0/16	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	1/16	£3,249 (volunteering)	£3,249 (16%)
Total Social Value			£20,396
Deadweight			69%
Total Social Value (after deadweight)		£20,396 x 0.31	£6,323
Social Value per passenger journey		£6,323 / 1,338	£4.73
Social Value Ratio		£4.73 / £15.49	£0.31/£1

Route 8AB	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would see friends less often (Pass 1). ◆ I would have less time outside, less time walking and seeing people (Pass 2). ◆ I wouldn't see friends (Pass 3).
Employment	<ul style="list-style-type: none"> ◆ I couldn't work (Pass 4).
Other	<ul style="list-style-type: none"> ◆ I would have less exercise. I don't do much walking usually (Pass 5).



Route 8S Nefyn - Abersoch - Pwllheli (Sunday)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	13		
% paper	100%		
% online	0%		
% female	46%		
Mean age	41-59		
Concessionary pass	54%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£6.32		
Passenger journeys (from Questionnaires)	799		
% of annual passenger journeys	26%		
Social Value			
◆ Social activities and shopping	7/13	£1,850 (member of social group)	£12,950 (61%)
◆ Health services	1.54(13)	£90 per missed appointment	£1,802 (8%)
◆ Employment	1/13	£6,632 (full-time/part-time employment)	£6,632 (31%)
◆ Education	0/16	£1,124 (vocational training)	£0
◆ Volunteering and caring	0/16	£3,249 (volunteering)	£0
Total Social Value			£21,384
Deadweight			69%
Total Social Value (after deadweight)		£21,384 x 0.31	£6,629
Social Value per passenger journey		£6,629 / 799	£8.30
Social Value Ratio		£8.30 / £6.32	£0.76/£1

Route 8S	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would have less adventure, limited places to visit (Pass 2). ◆ I would not get out of the house or go food shopping (Pass 3). ◆ I would be stuck in the house and wouldn't be able to go anywhere (Pass 4).
Employment	<ul style="list-style-type: none"> ◆ I would struggle to get to and from work. It is a 7 mile walk (Pass 1).



Route 12E/12S Caernarfon – Trefor- Pwllheli (Evenings, Sundays)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	33		
% paper	100%		
% online	0%		
% female	48%		
Mean age	26-40		
Concessionary pass	27%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£0.52		
Passenger journeys (from Questionnaires)	2,925		
% of annual passenger journeys	2%		
Social Value			
◆ Social activities and shopping	13/33	£1,850 (member of social group)	£24,050 (34%)
◆ Health services	1.00(33)	£90 per missed appointment	£2,970 (4%)
◆ Employment	6/33	£6,632 (full-time/part-time employment)	£39,792 (57%)
◆ Education	3/33	£1,124 (vocational training)	£3,372 (5%)
◆ Volunteering and caring	0/33	£3,249 (volunteering)	£0 (0%)
Total Social Value			£70,184
Deadweight			69%
Total Social Value (after deadweight)		£70,184 x 0.31	£21,757
Social Value per passenger journey		£21,757 / 2,925	£7.44
Social Value Ratio		£7.44 / £0.52	£14.31/£1

Route 12E/12S	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ It would be hard for me to go to evening classes every night and miss seeing people (Pass 2). ◆ I wouldn't be able to see my friends especially when the weather is bad (Pass 3). ◆ I wouldn't be able to go for a pint with friend at night (Pass 7). ◆ I don't drive wouldn't be able to see friends and family on the weekend (Pass 8). ◆ I wouldn't be able to go to ASDA in town to shop (Pass 10). ◆ I wouldn't go to Pwllheli to shop (Pass 12). ◆ I would stay at home more, be isolated, see nobody and get depressed (Pass 14).
Employment	<ul style="list-style-type: none"> ◆ I would lose my job which is paying good (Pass 13).
Independence	<ul style="list-style-type: none"> ◆ I would have to depend on mum for lifts (Pass 1). ◆ I would have to ask for lifts and taxi (Pass 6). ◆ I couldn't go swimming. I would have to depend on my mum to take me there and back (Pass 11).



Route 14 Caernarfon – Trefor - Pwllheli	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	21		
% paper	95%		
% online	5%		
% female	57%		
Mean age	41-59		
Concessionary pass	43%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£18.45		
Passenger journeys (from Questionnaires)	1,750		
% of annual passenger journeys	68%		
Social Value			
◆ Social activities and shopping	12/21	£1,850 (member of social group)	£22,200 (30%)
◆ Health services	5.10(21)	£90 per missed appointment	£9,639 (13%)
◆ Employment	6/21	£6,632 (full-time/part-time employment)	£39,792 (53%)
◆ Education	0/21	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	1/21	£3,249 (volunteering)	£3,249 (4%)
Total Social Value			£74,880
Deadweight			69%
Total Social Value (after deadweight)		£74,880 x 0.31	£23,213
Social Value per passenger journey		£23,213 / 1,750	£13.26
Social Value Ratio		£13.26 / £18.45	£0.72/£1

Route 14	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would not be able to shop in Pwllheli, I would have to go to little shop in Trefor with no choice (Pass 2). ◆ I can't buy a lot of shopping if I would cycle (Pass 3). ◆ I would lose touch with friends (Pass 8). ◆ I would come to Pwllheli less often, and local business would lose money (Pass 9).
Employment	<ul style="list-style-type: none"> ◆ I wouldn't be able to carry on working (Pass 7). ◆ I haven't got a car, and it would take longer to cycle to work (Pass 3).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I wouldn't be able to go to the doctors because I'm disabled. I couldn't afford a taxi (Pass 1). ◆ I depend on the bus to go to for doctors' appointments (Pass 10).
Independence	<ul style="list-style-type: none"> ◆ I don't drive, and I don't want to rely on other people for lifts (Pass 4). ◆ I can't drive so I would be stuck in Llanalhaearn (Pass 5). ◆ I would be stuck in Trefor (Pass 6).



Route 17 Aberdaron - Pwllheli	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	28		
% paper	75%		
% online	25%		
% female	57%		
Mean age	41-59		
Concessionary pass	50%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.87		
Passenger journeys (from Questionnaires)	2,596		
% of annual passenger journeys	8%		
Social Value			
◆ Social activities and shopping	17/28	£1,850 (member of social group)	£31,450 (33%)
◆ Health services	5.32(28)	£90 per missed appointment	£14,406 (15%)
◆ Employment	6/28	£6,632 (full-time/part-time employment)	£39,792 (41%)
◆ Education	1/28	£1,124 (vocational training)	£1,124 (1%)
◆ Volunteering and caring	3/28	£3,249 (volunteering)	£9,747 (10%)
Total Social Value			£95,519
Deadweight			69%
Total Social Value (after deadweight)		£95,519 x 0.31	£29,611
Social Value per passenger journey		£29,611 / 2,596	£11.41
Social Value Ratio		£11.41 / £2.87	£3.98/£1

Route 17	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would feel stuck in the house and unable to meet up with friends. I would feel lonely and isolated (Pass 1). ◆ No social interaction. Can't shop. Depend on the bus for food (Pass 3). ◆ I use the bus to go out to see friends and shop. I would be isolated if there was no bus (Pass 4). ◆ Most of my friends have died. The only people I see in the day is the people on the bus (Pass 5). ◆ I would lose touch with friends (Pass 10). ◆ I would have less access to food shopping (Pass 12).
Employment	<ul style="list-style-type: none"> ◆ I couldn't go to work (Pass 2). ◆ I would lose my job (Pass 8). ◆ I would need a new job (Pass 9).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I would have to depend on friends for lifts to healthcare appointments (Pass 7). ◆ My doctor is in Pwllheli, so I would have to arrange beforehand and ask friends for lifts (Pass 11).
Volunteering or caring	<ul style="list-style-type: none"> ◆ Mum needs someone to care for her, and this bus allows me to see her (Pass 13).



Route 18 Abersoch - Pwllheli	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	59		
% paper	92%		
% online	8%		
% female	51%		
Mean age	41-59		
Concessionary pass	36%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.69		
Passenger journeys (from Questionnaires)	5,131		
% of annual passenger journeys	16%		
Social Value			
◆ Social activities and shopping	20/59	£1,850 (member of social group)	£47,000 (29%)
◆ Health services	2.07(59)	£90 per missed appointment	£10,992 (7%)
◆ Employment	14/59	£6,632 (full-time/part-time employment)	£92,848 (57%)
◆ Education	4/59	£1,124 (vocational training)	£4,496 (3%)
◆ Volunteering and caring	2/59	£3,249 (volunteering)	£6,498 (4%)
Total Social Value			£161,834
Deadweight			69%
Total Social Value (after deadweight)		£161,384 x 0.31	£50,169
Social Value per passenger journey		£50,169 / 5,131	£9.78
Social Value Ratio		£9.78 / £2.69	£3.64/£1

Route 18	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I depend on the bus for food shopping and see friends and family (Pass 1). ◆ I need the bus to get out of the village, to shop, and to see people and family (Pass 3). ◆ Without the bus, I couldn't shop, and I would lose my independence (Pass 4). ◆ I wouldn't be able to go to local shops in Pwllheli (Pass 8). ◆ I couldn't go to Abersoch with friends as easily (Pass 9). ◆ I can't afford to drive so I wouldn't be able to go out of the house (Pass 23). ◆ I wouldn't be able to leave Abersoch. There is only one local shop in Abersoch which is expensive (Pass 25).
Employment	<ul style="list-style-type: none"> ◆ I would be unable to travel to work (Pass 5). ◆ I would have to walk to work and back. I can't afford taxis (Pass 7). ◆ I would not be able to go to work and would go on benefits (Pass 19). ◆ I would have to quit work (Pass 20). ◆ I would need new closer job (Pass 21). ◆ I wouldn't be able to work in Pwllheli, and I would lose my job (Pass 26).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I have to go to hospital a lot. I have only one working eye. I would need to move closer to the hospital or use ambulance transport a lot more often (Pass 14).
Education and training	<ul style="list-style-type: none"> ◆ I need the bus to get home or be stuck at school (Pass 2).
Volunteering or caring	<ul style="list-style-type: none"> ◆ I need to take food to my parents as they don't drive. I would have to depend on others or my husband to take me (Pass 12). ◆ I would have to move. I am caring for grandchildren while their parents go to work (Pass 13).
Independence	<ul style="list-style-type: none"> ◆ It would make life more complicated. I would have to hassle family for lifts (Pass 10). ◆ My husband would have to drive me everywhere (Pass 11).

Route 23 Pwllheli local service	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	27		
% paper	96%		
% online	4%		
% female	59%		
Mean age	60-79		
Concessionary pass	67%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.71		
Passenger journeys (from Questionnaires)	2,524		
% of annual passenger journeys	13%		
Social Value			
◆ Social activities and shopping	23/27	£1,850 (member of social group)	£42,550 (88%)
◆ Health services	2.44(27)	£90 per missed appointment	£5,929 (12%)
◆ Employment	0/27	£6,632 (full-time/part-time employment)	£0 (0%)
◆ Education	0/27	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	0/27	£3,249 (volunteering)	£0 (0%)
Total Social Value			£48,479
Deadweight			69%
Total Social Value (after deadweight)		£48,479 x 0.31	£15,024
Social Value per passenger journey		£15,024 / 2,524	£5.95
Social Value Ratio		£5.95 / £2.71	£2.20/£1

Route 23	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would stay at home (Pass 2). ◆ I would feel lonely and isolated if there were no buses. I couldn't meet up with friends (Pass 3). ◆ I would stay at home more (Pass 4). ◆ I would feel lonely. I wouldn't be able to socialize with friends on the bus (Pass 5). ◆ I use it to meet my friends at Weatherspoon's and to go shopping (Pass 6). ◆ I need the bus to food shop (Pass 7). ◆ The bus takes me out of Morfa to shop for food (Pass 8). ◆ I would feel stuck and isolated (Pass 9). ◆ I would rarely see friends, and find it hard to get into town to shop (Pass 10).
Employment	<ul style="list-style-type: none"> ◆ I would have no job (Pass 10).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I would miss doctors' appointments (Pass 1). ◆ I need the bus to go to the dentist (Pass 7). ◆ I would have no job, rarely see friends, and find it hard to get into town to shop (Pass 10).



Route 27 Llithfaen – Llannor - Pwllheli	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	16		
% paper	94%		
% online	6%		
% female	56%		
Mean age	41-59		
Concessionary pass	56%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£3.43		
Passenger journeys (from Questionnaires)	1,504		
% of annual passenger journeys	8%		
Social Value			
◆ Social activities and shopping	11/16	£1,850 (member of social group)	£20,350 (45%)
◆ Health services	5.38(16)	£90 per missed appointment	£7,747 (17%)
◆ Employment	2/16	£6,632 (full-time/part-time employment)	£13,264 (29%)
◆ Education	1/16	£1,124 (vocational training)	£1,124 (2%)
◆ Volunteering and caring	1/16	£3,249 (volunteering)	£3,249 (7%)
Total Social Value			£45,734
Deadweight			69%
Total Social Value (after deadweight)		£45,734 x 0.31	£14,178
Social Value per passenger journey		£14,178 / 1,504	£9.43
Social Value Ratio		£9.43 / £3.43	£2.75/£1

Route 27	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I couldn't go out to shop and to meet friends. I would feel very lonely (Pass 1). ◆ We only have a small shop in our village, no post office or bank. So important to have the service to get out of the village (Pass 2). ◆ I wouldn't be able to do my weekly shop (Pass 5). ◆ I would feel isolated. I can't drive and to shop locally is expensive (Pass 7).
Employment	<ul style="list-style-type: none"> ◆ I need the bus to get home from work. Without the bus, I would have to get a taxi which would be expensive (Pass 6).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I would have to get the doctor to come when ill (Pass 8).
Independence	<ul style="list-style-type: none"> ◆ I would lose my freedom and have to depend on family for a lift (Pass 3). ◆ I would have to depend on family and friends (Pass 4).



Route 28 Tywyn - Dolgellau	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	27		
% paper	41%		
% online	59%		
% female	70%		
Mean age	41-59		
Concessionary pass	37%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.75		
Passenger journeys (from Questionnaires)	1,750		
% of annual passenger journeys	6%		
Social Value			
◆ Social activities and shopping	15/27	£1,850 (member of social group)	£27,750 (33%)
◆ Health services	2.48(27)	£90 per missed appointment	£6,026 (7%)
◆ Employment	5/27	£6,632 (full-time/part-time employment)	£33,160 (39%)
◆ Education	1/27	£1,124 (vocational training)	£1,124 (2%)
◆ Volunteering and caring	5/27	£3,249 (volunteering)	£16,245 (19%)
Total Social Value			£84,305
Deadweight			69%
Total Social Value (after deadweight)		£84,305 x 0.31	£26,135
Social Value per passenger journey		£26,135 / 1,750	£14.93
Social Value Ratio		£14.93 / £1.75	£8.53/£1

Route 28	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would be isolated in Dolgellau and lose my independence (Pass 1). ◆ I like to meet people on the bus. I would be lonely and lost without it (Pass 2). ◆ I use the bus to get some bits and bobs from the shops, and my friends lives in Tywyn (Pass 5).
Employment	<ul style="list-style-type: none"> ◆ I work in Tywyn and need to get to work on a daily basis from Rhosefain. Taxis are very expensive and I can't afford them (Pass 3). ◆ I use the bus to go to work and back (Pass 4).



Route 29 Tywyn local service	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	10		
% paper	80%		
% online	20%		
% female	70%		
Mean age	26-40		
Concessionary pass	30%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£3.88		
Passenger journeys (from Questionnaires)	752		
% of annual passenger journeys	6%		
Social Value			
◆ Social activities and shopping	8/10	£1,850 (member of social group)	£14,800 (53%)
◆ Health services	2.40(10)	£90 per missed appointment	£2,160 (8%)
◆ Employment	1/10	£6,632 (full-time/part-time employment)	£6,632 (24%)
◆ Education	1/10	£1,124 (vocational training)	£1,124 (4%)
◆ Volunteering and caring	1/10	£3,249 (volunteering)	£3,249 (11%)
Total Social Value			£27,965
Deadweight			69%
Total Social Value (after deadweight)		£27,965 x 0.31	£8,669
Social Value per passenger journey		£8,669 / 752	£11.53
Social Value Ratio		£11.53 / £3.88	£2.97/£1

Route 29	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I'm 84. I depend on the bus to get out and I would not go out as often without it. The taxi would cost £8 and I would get 2 dinners for that (Pass 2). ◆ I don't drive. The bus gets me out to socialize and to shop in Tywyn (Pass 3).
Volunteering or caring	<ul style="list-style-type: none"> ◆ I need the bus to do my mum's shopping for her (Pass 1).



Route 30 Tywyn - Minffordd - Dolgellau	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	16		
% paper	81%		
% online	19%		
% female	56%		
Mean age	41-59		
Concessionary pass	56%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£0.72		
Passenger journeys (from Questionnaires)	1,056		
% of annual passenger journeys	4%		
Social Value			
◆ Social activities and shopping	11/16	£1,850 (member of social group)	£20,350 (51%)
◆ Health services	1.50(16)	£90 per missed appointment	£2,160 (5%)
◆ Employment	2/16	£6,632 (full-time/part-time employment)	£13,264 (33%)
◆ Education	1/16	£1,124 (vocational training)	£1,124 (3%)
◆ Volunteering and caring	1/16	£3,249 (volunteering)	£3,249 (8%)
Total Social Value			£40,147
Deadweight			69%
Total Social Value (after deadweight)		£40,147 x 0.31	£12,446
Social Value per passenger journey		£12,446 / 1,056	£11.79
Social Value Ratio		£11.79 / £0.72	£16.38/£1

Route 30	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I wouldn't be able to go to the classes at the leisure centre (Pass 1). ◆ I have no car & live outside Tywyn, so it would be more difficult for me to go places (Pass 2). ◆ I wouldn't be able to see friends for pickup at Minffordd to go on group walks. This would adversely affect my health, wellbeing and social life (Pass 3). ◆ The bus is the only means to get out and about (Pass 4). ◆ There is not much to do in Minffordd. I like to go to Tywyn and Dolgellau on the bus. It would be a lonely life without the bus service (Pass 5). ◆ I wouldn't be able to keep my gym appointments. I do walking football which I love at the leisure centre. I would feel isolated (Pass 6). ◆ I wouldn't be able to go anywhere. I would be stuck in the house, feel low and wouldn't see anyone (Pass 7). ◆ I have been to the beach this morning with friends. I wouldn't be able to go if this bus wasn't going (Pass 11).
Employment	<ul style="list-style-type: none"> ◆ I work at the Spar 8-12pm. I depend on the bus for work to pay bills and keep my family (Pass 8).



Route 33 Dolgellau – Brithdir – Dinas Mawd	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	6		
% paper	50%		
% online	50%		
% female	50%		
Mean age	60-79		
Concessionary pass	100%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£3.38		
Passenger journeys (from Questionnaires)	329		
% of annual passenger journeys	3%		
Social Value			
◆ Social activities and shopping	5/6	£1,850 (member of social group)	£9,250 (84%)
◆ Health services	3.33(6)	£90 per missed appointment	£1,798 (16%)
◆ Employment	0/6	£6,632 (full-time/part-time employment)	£0 (0%)
◆ Education	0/6	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	0/6	£3,249 (volunteering)	£0 (0%)
Total Social Value			£11,048
Deadweight			69%
Total Social Value (after deadweight)		£11,048 x 0.31	£3,425
Social Value per passenger journey		£3,425 / 329	£10.41
Social Value Ratio		£10.41 / £3.38	£3.08/£1

Route 33	Comments from bus passengers
Social activities and shopping	◆ The bus is handy to go to Euro-spar (Pass 2).



Route 35 Dolgellau – Blaenau Ffestiniog	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	27		
% paper	52%		
% online	48%		
% female	67%		
Mean age	26-40		
Concessionary pass	22%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.03		
Passenger journeys (from Questionnaires)	2,654		
% of annual passenger journeys	15%		
Social Value			
◆ Social activities and shopping	16/27	£1,850 (member of social group)	£29,600 (25%)
◆ Health services	1.67(27)	£90 per missed appointment	£4,058 (3%)
◆ Employment	10/27	£6,632 (full-time/part-time employment)	£66,320 (57%)
◆ Education	7/27	£1,124 (vocational training)	£7,868 (7%)
◆ Volunteering and caring	3/27	£3,249 (volunteering)	£9,747 (8%)
Total Social Value			£117,593
Deadweight			69%
Total Social Value (after deadweight)		£117,593 x 0.31	£36,454
Social Value per passenger journey		£36,454 / 2,654	£13.74
Social Value Ratio		£13.74 / £2.03	£6.77/£1

Route 35	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would be stuck at home without the bus. The service gets me out to do my shopping, to visit my brother every day in Blaenau, and to reach places like Llandudno and Bangor (Pass 1). ◆ I can't drive and depend on bus to see my family in Llanelltyd (Pass 3). ◆ I like to go see my friend who has come home from hospital (Pass 4). ◆ Without the bus, I wouldn't see my friends (Pass 5). ◆ I like to go on the bus to get the gossip. I meet nice people on the buses (Pass 9).
Employment	<ul style="list-style-type: none"> ◆ The bus enables me to get to work (Pass 2). ◆ I work in Spar in Blaenau, and I need the bus to go to work or I'll lose my job (Pass 8).
Education and training	<ul style="list-style-type: none"> ◆ The bus enables me to get my child to school (Pass 2).
Volunteering or caring	<ul style="list-style-type: none"> ◆ I'm a carer for my father. I need to see him every day to check if he's ok and to take him shopping (Pass 6).



Route 37 Blaenau Ffestiniog local service	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	37		
% paper	81%		
% online	19%		
% female	62%		
Mean age	41-59		
Concessionary pass	46%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.41		
Passenger journeys (from Questionnaires)	4,758		
% of annual passenger journeys	14%		
Social Value			
◆ Social activities and shopping	17/37	£1,850 (member of social group)	£31,450 (27%)
◆ Health services	4.41(37)	£90 per missed appointment	£14,685 (13%)
◆ Employment	8/37	£6,632 (full-time/part-time employment)	£53,056 (46%)
◆ Education	8/37	£1,124 (vocational training)	£8,992 (8%)
◆ Volunteering and caring	2/37	£3,249 (volunteering)	£6,498 (6%)
Total Social Value			£114,681
Deadweight			69%
Total Social Value (after deadweight)		£114,681 x 0.31	£35,551
Social Value per passenger journey		£35,551 / 4,758	£7.47
Social Value Ratio		£7.47 / £1.41	£5.30/£1

Route 37	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ Without the bus, I would not be able to communicate with other people or go shopping (Pass 1). ◆ I would not shop and meet people without it. Appointments would be impossible (Pass 2). ◆ It's the only way I have to get out of the house (Pass 10). ◆ It would have a negative impact on my physical and mental health. I would have to think of moving house (Pass 12). ◆ I would be stay at home, wouldn't see anybody, and get depressed (Pass 13). ◆ Shopping would become almost impossible. I would be unable to see my family. I struggle with anxiety and depression and this would become much worse. I would become isolated and very lonely (Pass 15).
Employment	<ul style="list-style-type: none"> ◆ I would lose my job (Pass 3). ◆ Without the bus, it would be hard to take my son to school and me to work (Pass 9). ◆ I would be unable to get to work (Pass 15).
Healthcare appointments	<ul style="list-style-type: none"> ◆ Without the bus, I would not be able to go to the health centre for appointments (Pass 1). ◆ I would be unable to attend healthcare appointments (Pass 15).
Education and training	<ul style="list-style-type: none"> ◆ I need the bus to get to and from my education (Pass 5). ◆ I need the bus to go to school (Pass 6). ◆ I need bus to go to school (Pass 7). ◆ The bus is important to get out and educate myself (Pass 8).
Independence	<ul style="list-style-type: none"> ◆ I would lose my freedom without the bus (Pass 11). ◆ I would be very much less independent and having to depend on other people (Pass 14).

Route 38 Barmouth - Harlech	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	28		
% paper	36%		
% online	64%		
% female	68%		
Mean age	60-79		
Concessionary pass	61%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	0.23		
Passenger journeys (from Questionnaires)	1,595		
% of annual passenger journeys	5%		
Social Value			
◆ Social activities and shopping	14/28	£1,850 (member of social group)	£25,900 (37%)
◆ Health services	3.93(28)	£90 per missed appointment	£9,904 (14%)
◆ Employment	3/28	£6,632 (full-time/part-time employment)	£19,896 (28%)
◆ Education	2/28	£1,124 (vocational training)	£2,248 (3%)
◆ Volunteering and caring	4/28	£3,249 (volunteering)	£12,996 (18%)
Total Social Value			£70,944
Deadweight			69%
Total Social Value (after deadweight)		£70,944 x 0.31	£21,993
Social Value per passenger journey		£21,993 / 1,595	£13.79
Social Value Ratio		£13.79 / 0.23	£59.96/£1

Route 38	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I depend on it to get out and for shopping in Porthmadog (Pass 2). ◆ I would be unable to get to Co-op or Barmouth Library every Friday or Barmouth Post office. I don't have a car I don't drive (Pass 3). ◆ I am 65 and drive but choose to live in Harlech knowing that there is a bus service I can use as I get older. I live by the bus stop (Pass 4). ◆ I use the bus to travel to Porthmadog to go shopping and to go to the library (Pass 5).
Employment	<ul style="list-style-type: none"> ◆ Without the bus, I would be out of work. This service is crucial in order to get to and from work (Pass 1).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I use the bus to travel to Wrexham to the Hospital to see a specialist (Pass 5).



Route 39/99 Dolgellau – Bermo- Harlech - Porthmadog	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	71		
% paper	55%		
% online	45%		
% female	52%		
Mean age	60-79		
Concessionary pass	75%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.50		
Passenger journeys (from Questionnaires)	5,040		
% of annual passenger journeys	9%		
Social Value			
◆ Social activities and shopping	49/71	£1,850 (member of social group)	£90,650 (47%)
◆ Health services	4.01(71)	£90 per missed appointment	£25,624 (13%)
◆ Employment	7/71	£6,632 (full-time/part-time employment)	£46,424 (24%)
◆ Education	2/71	£1,124 (vocational training)	£2,248 (1%)
◆ Volunteering and caring	9/71	£3,249 (volunteering)	£29,241 (15%)
Total Social Value			£194,187
Deadweight			69%
Total Social Value (after deadweight)		£194,187 x 0.31	£60,198
Social Value per passenger journey		£60,198 / 5,040	£11.94
Social Value Ratio		£11.94 / £1.50	£7.96/£1

Route 39/99	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would be unable to shop at convenient hours. The railway station is a bit of a walk. On the way back the walk is uphill, and having a bad back and arms I would not be able to do it with my trolley. A lot of people along the bus route totally depend on it (Pass 8). ◆ I am 75 years old and it would severely reduce my ability to meet friends and to shop (Pass 10). ◆ As I am unable to drive, I would have to sell my house and move to a town (Pass 11). ◆ The bus is a life line for me. Being over 80 and now unable to drive, trips to Barmouth and Porthmadog are essential for life's necessities and meeting friends. I would be housebound if there was no bus and lose my independence, which is essential when you get older (Pass 12). ◆ At 82, I rely on the bus entirely. Without it, my life would be very stressful (Pass 13). ◆ It would have a serious effect on my social wellbeing. I use buses every day and rely on this service 39 to link with other bus service for example Llandudno/Bangor. (Pass 16). ◆ The affect would be devastating. I live in Llanfair on my own and use the buses every day to go to Porthmadog , Caernarfon, to see friends and socialise (Pass 19). ◆ I have Parkinson disease and live 1 mile from the shops. During the summer the town is congested with tourist and I get very anxious to park my car. I need to access the health service in Wrexham Caernarfon and Dolgellau with the bus (Pass 21). ◆ I would be isolated at home, and depend more on friends and family. I wouldn't have freedom anymore to shop and would be depressed (Pass 22). ◆ I would lose a lot of things that make my life better such as doctors, shops, keeping fit, seeing my friends (Pass 23).
Employment	<ul style="list-style-type: none"> ◆ I would lose my job causing financial hardship for me and my family (Pass 15). ◆ If the bus was not running I would be unemployed (Pass 20).
Expense	<ul style="list-style-type: none"> ◆ I would have to move house (Pass 4).

Route 67E Bangor – Tregarth - Bethesda - Gerlan	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	28		
% paper	100%		
% online	0%		
% female	43%		
Mean age	26-40		
Concessionary pass	18%		
Annual cost of route	██████0		
Passenger journeys (annual)	██████		
Cost per passenger journey	£6.17		
Passenger journeys (from Questionnaires)	3,182		
% of annual passenger journeys	52%		
Social Value			
◆ Social activities and shopping	8/28	£1,850 (member of social group)	£14,800 (18%)
◆ Health services	1.50(28)	£90 per missed appointment	£3,780 (5%)
◆ Employment	9/28	£6,632 (full-time/part-time employment)	£59,688 (72%)
◆ Education	4/28	£1,124 (vocational training)	£4,496 (5%)
◆ Volunteering and caring	0/28	£3,249 (volunteering)	£0 (0%)
Total Social Value			£82,764
Deadweight			69%
Total Social Value (after deadweight)		£82,764 x 0.31	£25,657
Social Value per passenger journey		£25,657 / 3,182	£8.06
Social Value Ratio		£8.06 / £6.17	£1.31/£1

Route 67E	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would not be able to leave Gerlan/Bethesda, access my bank, meet friends, attend hospital appointments. It would deteriorate my mental health (Pass 1). ◆ I'd be isolated (Pass 8). ◆ I wouldn't be able to see my girlfriend (Pass 14).
Employment	<ul style="list-style-type: none"> ◆ I wouldn't be able to work. I would probably lose my job (Pass 3). ◆ It would make a lot of hassle for me to find a stable job and be independent (Pass 4). ◆ I would have to move for my job (Pass 5). ◆ I'd lose my job (Pass 8). ◆ I wouldn't be able to go to work or to town (Pass 9). ◆ We depend on the bus to get to work and get home (Pass 10). ◆ I couldn't work. I would probably get fired – due to inability to meet shift patterns (Pass 13).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I wouldn't be able to go to the GP surgery (Pass 14).
Education and training	<ul style="list-style-type: none"> ◆ I wouldn't be able to get an education (Pass 12).
Expense	<ul style="list-style-type: none"> ◆ It would affect me financially, spending £15 every day to get to work will be bad for me (Pass 2). ◆ I'd have to move and start driving again (Pass 6). ◆ I'd have to buy a car (Pass 11).



Route 67S Bangor - Tregarth - Bethesda - Gerlan (Sun)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	28		
% paper	96%		
% online	4%		
% female	43%		
Mean age	41-59		
Concessionary pass	25%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.62		
Passenger journeys (from Questionnaires)	1,891		
% of annual passenger journeys	23%		
Social Value			
◆ Social activities and shopping	8/28	£1,850 (member of social group)	£14,800 (17%)
◆ Health services	1.89(28)	£90 per missed appointment	£4,763 (5%)
◆ Employment	10/28	£6,632 (full-time/part-time employment)	£66,320 (74%)
◆ Education	0/28	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	1/28	£3,249 (volunteering)	£3,249 (4%)
Total Social Value			£89,132
Deadweight			69%
Total Social Value (after deadweight)		£89,132 x 0.31	27,631
Social Value per passenger journey		£27,631 / 1,891	£14.61
Social Value Ratio		£14.61 / £1.62	£9.02/£1

Route 67S	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would be stranded in Bethesda on my only day off from my role as a full time carer (Pass 1). ◆ I would be stuck in the house and unable to socialise . This service is so important to me for my mental health (Pass 2). ◆ Because I don't work, it will be difficult to see family because they all have left here (Pass 5). ◆ There are no banks in Bethesda and you need the bus (Pass 11). ◆ I will be stuck at home without the bus (Pass 12).
Employment	<ul style="list-style-type: none"> ◆ I wouldn't be able to work (Pass 3). ◆ I wouldn't be able to go to work, and I'd lose my independence (Pass 4). ◆ It will a lot more expensive to get to work (Pass 7). ◆ It would be much harder to get to work! I would have to spend a lot more on travel (Pass 8). ◆ I could not get to work (Pass 9). ◆ I would lose my job (Pass 10).
Healthcare appointments	<ul style="list-style-type: none"> ◆ To go to the GP surgery you need the bus (Pass 11).



Route 76 Bethesda - Mynydd Llandygai - Bangor	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	89		
% paper	71%		
% online	29%		
% female	70%		
Mean age	26-40		
Concessionary pass	12%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.76		
Passenger journeys (from Questionnaires)	6,518		
% of annual passenger journeys	23%		
Social Value			
◆ Social activities and shopping	36/89	£1,850 (member of social group)	£66,600 (23%)
◆ Health services	2.48(89)	£90 per missed appointment	£19,865 (7%)
◆ Employment	18/89	£6,632 (full-time/part-time employment)	£119,376 (41%)
◆ Education	29/89	£1,124 (vocational training)	£32,596 (11%)
◆ Volunteering and caring	16/89	£3,249 (volunteering)	£51,984 (18%)
Total Social Value			£290,421
Deadweight			69%
Total Social Value (after deadweight)		£290,421 x 0.31	£90,031
Social Value per passenger journey		£90,031 / 6,518	£13.81
Social Value Ratio		£13.18 / £2.76	£4.78/£1

Route 76	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I totally depend on the bus service as I live alone (Pass 1). ◆ I would see my friends less. My parents would spend a long time taking me to and from places (Pass 8). ◆ It would mean that I'd have no easy way to get out of my village unless I asked my mum for a lift (Pass 3). ◆ I'll be stuck in the house. I would not be independent and go out to do the things I want to do (Pass 6).
Employment	<ul style="list-style-type: none"> ◆ It would make it more difficult to get to and from work (Pass 7).
Education and training	<ul style="list-style-type: none"> ◆ I am a student and greatly depend upon the buses (Pass 2). ◆ I can't get to school to get an education without the bus (Pass 4). ◆ I would be unable to get to school. Getting to school activities would be difficult (Pass 5). ◆ I wouldn't get to school on time (Pass 9).



Route 78 Bangor – Maesgeirchen (Evenings)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	29		
% paper	59%		
% online	41%		
% female	62%		
Mean age	26-40		
Concessionary pass	17%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£0.93		
Passenger journeys (from Questionnaires)	2,936		
% of annual passenger journeys	28%		
Social Value			
◆ Social activities and shopping	14/29	£1,850 (member of social group)	£25,900 (28%)
◆ Health services	5.00(29)	£90 per missed appointment	£13,050 (14%)
◆ Employment	7/29	£6,632 (full-time/part-time employment)	£46,424 (49%)
◆ Education	2/29	£1,124 (vocational training)	£2,248 (2%)
◆ Volunteering and caring	2/29	£3,249 (volunteering)	£6,498 (7%)
Total Social Value			£94,120
Deadweight			69%
Total Social Value (after deadweight)		£94,120 x 0.31	£29,177
Social Value per passenger journey		£29,177 / 2,936	£9.94
Social Value Ratio		£9.94 / £0.93	£10.69/£1

Route 78	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I wouldn't be able to go out as often (Pass 1). ◆ I would be miserable/depressed/stressed because of missing social activities. It's too costly to move (Pass 2). ◆ I wouldn't be able to travel to and from college or interact with my family or friends (Pass 4). ◆ It would severely cut my ability to socialise (Pass 5). ◆ I would socialise less with other people (Pass 6).
Healthcare appointments	<ul style="list-style-type: none"> ◆ It would make it more difficult to visit the doctors (Pass 5). ◆ I wouldn't be able to see my GP on time (Pass 7).
Expense	<ul style="list-style-type: none"> ◆ Without the bus, transport would be expensive (Pass 3).

Route 83 / 83S Caernarfon - Dinorwig	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	142		
% paper	32%		
% online	68%		
% female	73%		
Mean age	41-59		
Concessionary pass	42%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.38		
Passenger journeys (from Questionnaires)	12,549		
% of annual passenger journeys	43%		
Social Value			
◆ Social activities and shopping	82/142	£1,850 (member of social group)	£151,700 (27%)
◆ Health services	5.29(142)	£90 per missed appointment	£67,606 (12%)
◆ Employment	44/142	£6,632 (full-time/part-time employment)	£291,808 (52%)
◆ Education	11/142	£1,124 (vocational training)	£12,364 (2%)
◆ Volunteering and caring	13/142	£3,249 (volunteering)	£42,237 (7%)
Total Social Value			£565,715
Deadweight			69%
Total Social Value (after deadweight)		£565,715 x 0.31	£175,372
Social Value per passenger journey		£175,372 / 12,549	£13.97
Social Value Ratio		£13.97 / £2.38	£5.87/£1

Route 83/83S	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I wouldn't be able to shop. I can't drive so I wouldn't be able to leave Llanrug (Pass 2). ◆ I visit my friends every Tuesday for a cup of tea and this would end (Pass 6). ◆ I wouldn't be able to meet friends. I would socialize a lot less (Pass 10). ◆ I wouldn't be able to afford my weekly shopping. There are only expensive shops in Deiniolen (Pass 11). ◆ I couldn't go and see friends in Caernarfon for a cup of tea (Pass 16). ◆ It would be a lot harder to shop (Pass 19). ◆ I would be stuck and depressed (Pass 20, 83S). ◆ I would be isolated and stranded (Pass 21, 83S). ◆ I would not see friends (Pass 23, 83S). ◆ I would not have any social activity (Pass 24, 83S).
Employment	<ul style="list-style-type: none"> ◆ I wouldn't be able to go to work (Pass 15). ◆ I couldn't work. I have no other means to get to Caernarfon (Pass 17).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I require the bus service for doctors, dentists and opticians (Pass 4).
Independence	<ul style="list-style-type: none"> ◆ I would have to depend on friends and family more often (Pass 1). ◆ I would have to go to town less. I would have to rely on taxi and my children and friends (Pass 7). ◆ I wouldn't be able to have anybody to take me to town. I would have to get the taxi (Pass 8). ◆ I would be stuck in the house (Pass 12). ◆ I wouldn't be able to go to Caernarfon as often. I would lose my independence (Pass 13). ◆ I would feel isolated (Pass 14).
Expense	<ul style="list-style-type: none"> ◆ I would have to pay for a taxi which is expensive (Pass 9).

Route 85 / 85S Llanberis - Deiniolen - Ysbyty Gwynedd - Bangor	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	182		
% paper	26%		
% online	74%		
% female	69%		
Mean age	26-40		
Concessionary pass	16%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.15		
Passenger journeys (from Questionnaires)	14,218		
% of annual passenger journeys	31%		
Social Value			
◆ Social activities and shopping	89/182	£1,850 (member of social group)	£164,650 (20%)
◆ Health services	4.33(182)	£90 per missed appointment	£70,925 (9%)
◆ Employment	69/182	£6,632 (full-time/part-time employment)	£457,608 (57%)
◆ Education	44/182	£1,124 (vocational training)	£49,456 (6%)
◆ Volunteering and caring	19/182	£3,249 (volunteering)	£61,731 (8%)
Total Social Value			£804,370
Deadweight			69%
Total Social Value (after deadweight)		£804,370 x 0.31	£249,355
Social Value per passenger journey		£249,355 / 14,218	£17.54
Social Value Ratio		£17.54 / £2.15	£8.16/£1

Route 85/85S	Comments from bus passengers
Social activities and shopping	◆ The bus gives me freedom and opportunities to connect with the community (Pass 11, 85S).
Employment	<ul style="list-style-type: none"> ◆ I would have to quit my job (Pass 2). ◆ I would not be able to get to and from work or to Bangor (Pass 10, 85S). ◆ I wouldn't be able to work (Pass 12, 85S). ◆ I would be unable to work (Pass 14, 85S).
Education and training	◆ I wouldn't be able to go to uni, even pass my course without the buses (Pass 11, 85S).
Tourism	<ul style="list-style-type: none"> ◆ Opportunities to visit mountains as a tourist be almost impossible (Pass 3). ◆ I would be less likely to visit North Wales (visitor - Pass 4). ◆ I would be unable to visit Llanberis for Snowdon/trail running (Pass 5). ◆ I would be unable to get to Llanberis - the gateway to Snowdon and a major tourist attraction (Pass 6). ◆ I wouldn't be able to be a tourist in this area (Pass 7). ◆ As a student, I usually go out for recreation on weekends, and the bus service is very important (Pass 8). ◆ It would make it more difficult for me to climb Snowdon (Pass 13, 85S).
Expense	◆ It would be financially impossible for me (Pass 1).

Route 88 Caernarfon - Llanberis	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	60		
% paper	22%		
% online	78%		
% female	63%		
Mean age	41-59		
Concessionary pass	32%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£0.39		
Passenger journeys (from Questionnaires)	4,918		
% of annual passenger journeys	6%		
Social Value			
◆ Social activities and shopping	29/60	£1,850 (member of social group)	£53,650 (24%)
◆ Health services	3.93(60)	£90 per missed appointment	£21,222 (9%)
◆ Employment	20/60	£6,632 (full-time/part-time employment)	£132,640 (59%)
◆ Education	4/60	£1,124 (vocational training)	£4,496 (2%)
◆ Volunteering and caring	4/60	£3,249 (volunteering)	£12,996 (6%)
Total Social Value			£225,004
Deadweight			69%
Total Social Value (after deadweight)		£225,004 x 0.31	£69,751
Social Value per passenger journey		£69,751 / 4,918	£14.18
Social Value Ratio		£14.18 / £0.39	£36.36/£1

Route 88	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I rely on the bus, and I would be stuck at home without it (Pass 1). ◆ I would get depressed stuck in the house all week (Pass 3). ◆ I wouldn't be able to go to Caernarfon (Pass 4).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I could not get to the doctors, hospital and to the dentist in Caernarfon. I'm on a pension, so taxis are not affordable, and I can't afford to run a car (Pass 6).
Independence	<ul style="list-style-type: none"> ◆ I would have to rely on my parents without the bus service (Pass 2).
Volunteering and caring	<ul style="list-style-type: none"> ◆ I could not get to my voluntary work in Caernarfon (Pass 6).
Expense	<ul style="list-style-type: none"> ◆ My pension does not cover extra expenses, and I can't afford to travel by different means (Pass 5). ◆ I'm on a pension, so taxis are not affordable, and I can't afford to run a car (Pass 6).



Route 88S Caernarfon - Llanberis (Sundays)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	23		
% paper	100%		
% online	0%		
% female	43%		
Mean age	26-40		
Concessionary pass	22%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£5.27		
Passenger journeys (from Questionnaires)	1,501		
% of annual passenger journeys	35%		
Social Value			
◆ Social activities and shopping	10/23	£1,850 (member of social group)	£18,500 (36%)
◆ Health services	2.74(23)	£90 per missed appointment	£5,672 (11%)
◆ Employment	4/23	£6,632 (full-time/part-time employment)	£26,528 (51%)
◆ Education	1/23	£1,124 (vocational training)	£1,124 (2%)
◆ Volunteering and caring	0/23	£3,249 (volunteering)	£0 (0%)
Total Social Value			£51,824
Deadweight			69%
Total Social Value (after deadweight)		£51,824 x 0.31	£16,065
Social Value per passenger journey		£16,065 / 1,501	£10.70
Social Value Ratio		£10.70 / £5.27	£2.03/£1

Route 88S	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I wouldn't go shopping on weekends (Pass 3). ◆ I do everything in Caernarfon - work, shop, gym. It would change everything without a bus (Pass 4). ◆ I couldn't go out to shops or see friends (Pass 5). ◆ It will be harder to see my mates and family (Pass 7). ◆ I would have trouble getting to and from the area. I depend on the bus to see friends (Pass 8). ◆ I wouldn't have regular access to town for shopping (Pass 9). ◆ I wouldn't be able to go to the shops (Pass 11). ◆ I would be very depressed and lonely without the bus (Pass 12). ◆ I would have less social interaction (Pass 13).
Employment	<ul style="list-style-type: none"> ◆ I would have to bike to work (Pass 1). ◆ I couldn't go to work (Pass 5). ◆ I can't drive and depend on the bus to go to work (Pass 8). ◆ I wouldn't be able to go to work (Pass 11).
Healthcare appointments	<ul style="list-style-type: none"> ◆ I wouldn't be able to go to the doctors (Pass 11).
Independence	<ul style="list-style-type: none"> ◆ I would have to depend on parents for lifts (Pass 2). ◆ I will have to walk a long distance, and rely on my family (Pass 6).

Route 91 Caernarfon – Dinas Dinlle	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	53		
% paper	38%		
% online	62%		
% female	55%		
Mean age	26-40		
Concessionary pass	30%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£2.89		
Passenger journeys (from Questionnaires)	4,990		
% of annual passenger journeys	21%		
Social Value			
◆ Social activities and shopping	29/53	£1,850 (member of social group)	£53,650 (37%)
◆ Health services	2.94(53)	£90 per missed appointment	£14,024 (10%)
◆ Employment	6/53	£6,632 (full-time/part-time employment)	£39,792 (27%)
◆ Education	13/53	£1,124 (vocational training)	£14,612 (10%)
◆ Volunteering and caring	7/53	£3,249 (volunteering)	£22,743 (16%)
Total Social Value			£144,821
Deadweight			69%
Total Social Value (after deadweight)		£144,821 x 0.31	£44,895
Social Value per passenger journey		£44,895 / 4,990	£9.00
Social Value Ratio		£9.00 / £2.89	£3.11/£1

Route 91	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I do not drive. I wouldn't be able to go to Caernarfon and see my friends (Pass 1). ◆ Without the bus, I would not have a social life in evenings or be able to shop (Pass 3). ◆ I would be stuck in the house more and wouldn't go out as often (Pass 4). ◆ I depend on the bus to go shopping and see people (Pass 5). ◆ I depend on the bus to get food for the kids (Pass 6).
Employment	<ul style="list-style-type: none"> ◆ I do not drive. I would lose my job (Pass 1). ◆ I need access to the bus to go to work to provide for the kids. I would struggle to pay for taxi (Pass 6).
Healthcare appointments	<ul style="list-style-type: none"> ◆ Without the bus, I would not get to hospital/doctors/dentist appointments (Pass 3).
Education and training	<ul style="list-style-type: none"> ◆ I couldn't go to school (Pass 7). ◆ My mum works, so I need the bus to go to school (Pass 8). ◆ I need the bus to go to school and to see friends and girlfriend on the weekend (Pass 9). ◆ I would be unable to go to school. The taxi is expensive, and I wouldn't be able meet my friends on the weekend (Pass 10). ◆ I would have to ask family to take me to school (Pass 11).
Volunteering or caring	<ul style="list-style-type: none"> ◆ It would make it difficult to care for relative with dementia (Pass 2).



Route 92 Caernarfon (Victoria Dock/Cae Gwyn)	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	44		
% paper	80%		
% online	20%		
% female	86%		
Mean age	41-59		
Concessionary pass	50%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£1.11		
Passenger journeys (from Questionnaires)	5,792		
% of annual passenger journeys	13%		
Social Value			
◆ Social activities and shopping	34/44	£1,850 (member of social group)	£62,900 (49%)
◆ Health services	5.00(44)	£90 per missed appointment	£19,800 (16%)
◆ Employment	4/44	£6,632 (full-time/part-time employment)	£25,528 (20%)
◆ Education	0/44	£1,124 (vocational training)	£0 (0%)
◆ Volunteering and caring	6/44	£3,249 (volunteering)	£19,494 (15%)
Total Social Value			£128,722
Deadweight			69%
Total Social Value (after deadweight)		£128,722 x 0.31	39,904
Social Value per passenger journey		£39,904 / 5,792	£6.89
Social Value Ratio		£6.89 / £1.11	£6.21/£1

Route 92	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ◆ I would feel isolated (Pass 1). ◆ I wouldn't go out as much and would not spend as much (Pass 2). ◆ I would be isolated (Pass 6). ◆ I wouldn't be able to go to the shops (Pass 7). ◆ I would be stuck in the house and wouldn't go out as much (Pass 8). ◆ I would be stuck more at home and wouldn't see anyone (Pass 12). ◆ I wouldn't be able to go to town as often. I couldn't carry my shopping (Pass 14). ◆ I would be stuck in the house and I wouldn't be able to walk far (Pass 16). ◆ I wouldn't go out of the house and I'd be depressed (Pass 17). ◆ I depend on the bus to go out and see friends (Pass 18). ◆ I would be stuck in the house. I wouldn't see anyone and be more depressed (Pass 20).
Employment	<ul style="list-style-type: none"> ◆ It would make going to work hard for me (Pass 4). ◆ I use the bus to go to work (Pass 9).
Volunteering / caring	<ul style="list-style-type: none"> ◆ I'm a carer for my sister, and I use the bus to take her out (Pass 3). ◆ I need the bus as I'm a carer for my sister (Pass 19).
Expense	<ul style="list-style-type: none"> ◆ I wouldn't be able to go out. Taxis are too expensive (Pass 10). ◆ It would cost me more to use taxis. I wouldn't go out as often (Pass 13). ◆ I would be stuck at home. The taxi is expensive (Pass 15).

Route 93 Caernarfon local service	Quantity	Proxy Values (Social Value Bank, NHS Wales)	Total Social Value (% of total social value)
Questionnaires completed	25		
% paper	92%		
% online	8%		
% female	80%		
Mean age	60-79		
Concessionary pass	88%		
Annual cost of route	██████		
Passenger journeys (annual)	██████		
Cost per passenger journey	£0.51		
Passenger journeys (from Questionnaires)	3,149		
% of annual passenger journeys	3%		
Social Value			
♦ Social activities and shopping	22/25	£1,850 (member of social group)	£40,700 (58%)
♦ Health services	7.40(25)	£90 per missed appointment	£16,650 (23%)
♦ Employment	2/25	£6,632 (full-time/part-time employment)	£13,264 (19%)
♦ Education	0/25	£1,124 (vocational training)	£0 (0%)
♦ Volunteering and caring	0/25	£3,249 (volunteering)	£0 (0%)
Total Social Value			£70,614
Deadweight			69%
Total Social Value (after deadweight)		£70,614 x 0.31	£21,890
Social Value per passenger journey		£21,890 / 3,149	£6.95
Social Value Ratio		£6.95 / £0.51	£13.63/£1

Route 93	Comments from bus passengers
Social activities and shopping	<ul style="list-style-type: none"> ♦ I wouldn't go out much to go shopping (Pass 1). ♦ Because of a heart condition, I am unable to walk very far. Therefore I depend on the service most days to take me shopping and to meet up with friends and get to appointments (Pass 2). ♦ I would not go out as much (Pass 4). ♦ I would be stuck in the house (Pass 6). ♦ I need the bus to go shopping. I can't carry heavy bags (Pass 8). ♦ I would be stuck in the house and not see anyone (Pass 9). ♦ I would stay at home more often (Pass 11). ♦ I would be stuck in the house (Pass 12). ♦ I wouldn't be able to go out and would stay at home more (Pass 13).
Healthcare appointments	<ul style="list-style-type: none"> ♦ I would miss a lot of doctor's appointments (Pass 7).
Independence	<ul style="list-style-type: none"> ♦ I would have to depend on others and taxi (Pass 3). ♦ It would impact on my independence and restrict where I was able to go (Pass 10).



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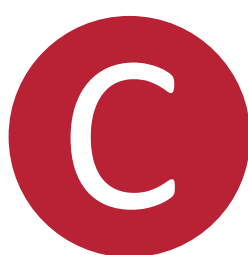
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